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The Black VOICE News

The Inland Empire News in Black and White

BULK RATE U.S.
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Jesse Holding Blacks
Back Page A-2

Beautillion Set
Page A-3

Blacks Die Sooner
Page A-4

Volume 19 Number 7

P.O. Box 1581, Riverside, California 92502 (714) 682-6070 - San Bernardino (714) 889-0506

Thursday February 21, 1991

Derrick Bell Speaks At Cal State

Derrick Bell, the Harvard Professor who last year made national news when he refused to teach until a Black woman is appointed and tenured, at the prestigious university, was the guest lecturer at Cal State University, in celebration of African American History Week.

Bell, told Black Voice News that he was waiting until March to see if a female will be hired and tenured. "The only way a person can be tenured is if they served as a "visiting professor". Bell says if a Black woman is not hired for the next school term, he will not return. He will take a fellowship, possibly at Princeton.

Bell, a personable man, is warm, friendly, loves to read and loves Gospel music. He was named Teacher of the Year as professor of Law. He has written three books.

Bell opened his presentation with the singing of Amazing Grace, and invited the audience to join him.

He then told a story, A Chronicle of the Space Race. There were three surprises. First, a thousand space ships landed in the United States. The second surprise was they spoke English and sounded like Ronald Reagan. White people couldn't see the aliens for they were invisible.

Blacks said they were like the KKK and were red necks. However, the Whites ignored the Blacks. The third surprise, was the aliens wanted to give the government gold to help bailout the savings and loan industry; chemicals to clean up the pollution in America and a safe nuclear engine to solve the nation's energy problems.

The only thing the visitors wanted was to take all Black Americans back with them. A national constitutional convention was called. Blacks complained, "you haven't even seen them. Why don't you just say no. Blacks were barred from leaving

the inner city and they were not allowed to leave the country."

The debate raged on; "The framers intended a White nation; For our survival, we should give up the Blacks. Blacks were secretly being rounded up and transported to the coast. Americans voted 70% to 30% to accept the Space Traders proposal."

Blacks left as they arrived, just as the slaves did.

The story left the audience spellbound, and Bell concluded by giving statistical information of the state of Blacks in America. and held a questions and answers.



Professor Derrick Bell

"The Year of the Lifetime Reader" Celebrated

By Cheryl Brown

San Bernardino kicked off the "1991 Year of the Lifetime Reader" with a day long seminar at Feldheim Library recently.

Some of the most well known names in the community contributed to panel discussions, readings and program items.

The importance of reading was underscored all day, beginning with the messages from Robert Ewing, City Librarian, David Crippens, Vice President KCET Channel 28, and S'Ann Freeman, event chairperson. COMC's were Cheryl Brown, Co-Publisher Black Voice News and David Crippens.

Each of the participants in the section call the Magic of Reading, read excerpts from their favorite book. There were stories as varied as there are books. Mary Chartier, Inghram Branch Librarian started the reading by sharing with the audience a card sent to her by her mother announcing the birth of her sister. Dr. Sherrie Howie, Cal State Professor, spoke of how her reading experience probably started in the womb.



S'Ann Freeman, Ph.D. Literacy Directory and City Librarian, Robert Ewing

Cynthia Olsen, Children's Librarian Coordinator gave a unique presentation on "developing the book". Joyce LeNoire, San Bernardino County Outreach Librarian, read the entire thought provoking book, Martin and The Mountaintop by

Richard Gordon. One of the funniest presentations was made by Mary Ann Ponder, Colton Literacy Director, she read a book The Three Little Pigs, from the wolf's point of view. The wolf said he has had a bad rap and he wanted to clear up

the misconception. The chain of events that led to the misconceptions, says the wolf, were unfortunate. He only went to see the little pigs to get a cup of sugar. He had a cold and sneezed and that's why he accidentally blew the house in. Cora Forcell, Altadena Library Literacy Director, shared a story about the life of George Carver. Always a favorite, Louise Herren, Site Supervisor Coachella Valley, read the story of the Choo Choo Train that Could. Pat Osbey, Literacy Director Bakersfield, involved the audience with a new adaptation of the Signifying Monkey, which she rapped.

Connie Martinson, of, Connie Martinson Talks Books, a syndicated television program, shared antidotes and publications with the audience.

The morning panel discussion

was led by Arnold Garson, Editor of the Sun, and focused on the state of literacy in the community. Panelist told of what they were doing to help eradicate the problem. On the panel were: Margaret Hill, principal SBUSD; Mildred Henry, Ph.D, Professor Cal State and Director of the PAL Center; Patricia Johnson, SB County Schools; Kay Avila, ESL Instructor; Dr. Stanley Kesen, Optometrist; Brian Townsend, Publisher, Precinct Reporter; Mike

Whitehead, The Sun; David Beverige, Director New Technology Learning Concepts; Malcom Margolin, Publisher of News from Native Californians a magazine, from Berkeley; Dr. John Griffin, SC College of Optometry; Ann Ivey, Chief Public Health SB County; Thelma Press, Director of

Cultural and International Affairs City of San Bernardino; Marion Vassilakos, Assistant Librarian; Dr. Adria Klien, professor, Cal State; Tom Gueston, Literacy Task Force; Judy Browne, SBUSD; Spencer Watkins, Dean of Students San Bernardino Valley College and Ray Quinto, President of the Kiwanis Club, Downtown.

The afternoon panel discussion focused on what can be done to eradicate the problem of illiteracy. It was moderated by Dr. Carol Talan, Families for Literacy Specialist, California State Library Services, Sacramento. The panel included local residents, who can make a difference and many who are employed by legislators who may be able to tackle the problem through legislation. Dr.

Continued on page B6

Absentee Ballots

Responding to concerns raised that some City of San Bernardino residents have not received their absentee ballots, City Clerk Rachel Krasney indicates that over 3,800 ballots have been issued for the March 5th primary election. If a voter has applied for an absentee ballot and has not received a ballot, please call (714) 384-5128 and the City Clerk's Office will investigate. Voters are reminded that City ordinances prohibit anyone other than the voter to return or mail voted ballots.

Curbside Recycling Debuts

Curbside Recycling will make its next debut in Home Gardena, a community in the unincorporated area of Riverside County near Corona. The pilot program, tentatively set to begin February 14, is funded by the Riverside County Waste Management Department, Western Waste Industries and Federal Community Development Block Grant funds.

A unique aspect to this pilot program is that it involves Ability Counts, an organization which employs mentally and physically handicapped persons. These employees will sort recyclable according to material type following their arrival at a Western Waste facility. Ability Counts is not new to the recycling arena, as it currently operates a restaurant/bar glass recycling program in Corona and Riverside. The group received funds from Federal Community Development Block Grant funds to operate a curbside recycling project and is using those funds for this venture.

This curbside recycling project, the third to date in the County's unincorporated area, will contribute toward state-mandated solid waste reductions of 25 percent by 1995 and 50 percent by 2000. Curbside recycling is one of several concepts contributing toward the solution of the County's growing solid waste problems.

For additional information on curbside recycling, contact the County's Waste Management Department, at 354-1839.

Black Voice Salutes "Eunice Williamson"

Black Voice News Salutes "Eunice T. Williamson" as "Outstanding Woman of Achievement" for 1991

You are cordially invited to attend a luncheon, in her Honor Friday, March 15, 1991 11:30 a.m. Sheraton Hotel "Empire Room" 3400 Market St., Riverside, CA.

To RSVP Send a check for \$20 per person to: Outstanding Woman of Achievement, The Black Voice News P.O. Box 1581, Riverside, CA 92502.



Eunice T. Williamson

Vasconcellos Would Oppose Cutting Aid To Poor To Balance State Budget

"If students are starving, they are not good learners," Valley College staff told Assemblyman John Vasconcellos (D-Santa Clara) told college staff and community representatives Friday that they hold a "future of hope" in California despite its bleak financial outlook. He told 200 listeners at San Bernardino Valley College to "find ways to address the future with integrity,

immediacy and generosity." Vasconcellos suggested the possibility of a marginal sales tax increase for a few months, "but only if the people demand it to keep the community college intact in California," he said, suggesting that colleges form a coalition to take their needs to the people, to chambers of commerce and others to seek support. He proposed a freeze on

money made available to community colleges and school districts by the passage of SB 98 in 1988 and suggested that "lavishly funded" University of California bear education cuts, because, he said, most of its students come from families with incomes of more than

\$50,000, and those who don't could seek financial aid. While

Continued on Page B-4

Perris Black History Celebration

by Mable Kearney

The Perris Human Relations Council celebrates Black History in a special way. "Every step towards getting the Dora Nelson African American History Museum on the ground is worthy of a celebration", exclaimed the organizations president Mrs. Mable Kearney.

After more than ten years they have finally met all of the requirements set by the city in order for them to get the permit to place the museum on its permanent foundation and to proceed with the renovation. Mrs. Kearney wishes to thank the many local business community leaders and friends working collectively together to make it happen.

The museum will also serve the community at large by offering an after school culture

exchange program with video and film presentations on Black history and culture. The museum staff and organizers will present Black culture and heritage from throughout the world as well as original blacks here in the city of Perris. Mrs. Kearney stated, "it is much easier to get to know Black people when you understand who they are and where they come from."

"Hopefully the museum will help serve that purpose." The museum project is a direct result of an Actions Alternative for Community Changes workshop taught by, Dr. Eva Schindler-Rainman at UCR in 1972 attended by Mrs. Kearney and her group. When the city of Perris was over commended with duress and social unrest was at its peak, the Human Relations Council was invited to join forces to help bring unity

and peace to the city. The group began with twenty dedicated workers who said yes, we can make a difference. The celebration will be held at the First Baptist Church at 277 East Fifth Street in Perris, on Sat. Feb. 23, at 3:00pm. The program will include poetry reading by one of the local poets, Mrs. Eloise Gray of San Bernardino; the keynote speaker is a product of the Perris School system, Dr. Yolonda Mosses.

The program will be followed with a social hour with refreshments. The final project is the parking lot. The organization is asking for donations made payable to The Dora Nelson African American History Museum c/o Mrs. Mable Kearney, mail to P.O. BOX 1383, Perris, 92370. For further information you may call Mrs. Kearney at (714) 657-9356

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Issues & Opinions

The Black Voice News

Page A-2

Thursday February 21, 1991

Belafonte Says Jesse Jackson Is Holding Black People Back

"All of a sudden, people are dismissing Jesse Jackson, or joking about him, or, worst of all, ignoring him. For any politician, this is the 4:00 a.m. cold-sweat nightmare," Quarterly magazine said.

Publications and people who were reluctant to criticize Jesses Jackson a few years back, for fear of angering many in the Black community, are now letting the two-time loser for the Democratic nomination for President have it with both barrels. It appears that the declining ratings for Jackson's 'TV show are now matched by the decline in a general acceptance of him as a leader.

Ron Brown, Jackson's 1988 convention manager and the Democratic National Chairman, was quoted in Newsweek as saying he will supervise the Democrats who declare as presidential nominees for 1992. According to the article, Brown

will also pressure any candidate to drop out if their presence is hurting the party

"Jesse Jackson, suspecting that Brown is thinking of his candidacy, has called Brown several times to complain bitterly," Newsweek asserts. Brown has been quoted frequently as discouraging a third Jackson run for the nomination.

"When a man who craves attention worries about his relevancy, he begins to say the damndest things," GQ observes. Gail Sheehy's new book presents a psychological profile of Jackson as a figure with a neurotic need for attention, at everyone else's expense.

That theme is amplified by Harry Belafonte in the March issue of Penthouse magazine. The former confidant of Martin Luther King and longtime supporter of the South African liberation movement says what



Tony Brown

many think of Jackson, but are afraid to say for public consumption.

Before the brief era of Martin Luther King, there were fewer than 300 Black elected officials; today there are 7,000. Add that fact to the Blacks in top corporate jobs and numerous Black personalities and you should get Black progress. But you don't, Belafonte points out.

He believes that this retrograde motion of the Black community is the result of "those opportunists who are Black use the language of progressive aspirations on behalf of the Black community to pursue corrupt and selfish interests, and to withhold from the Black community its abilities to develop leadership...."

"Jesse Jackson is an example," Belafonte believes, of an individual in whom Black people have placed too much trust and faith. And this dependence on Jackson as a messiah "has seriously impaired our ability as a people" to develop a broader, more representative and effective leadership, Belafonte warns.

Furthermore, Belafonte believes that "mere mortals" such as Jesse Jackson should avoid comparison to legitimate "messiahs" such as Martin Luther King, Malcolm X and

Nelson Mandela.

Jackson's continual runs for President, he adds, are a drain on the resources of the Black community. Moreover, Jackson is not providing the kind of inspired leadership that Blacks need to move to a different place in the political spectrum, he warns.

South African Black Leaders tell Belafonte that "Jesse Jackson's presence there was not to their best interest, nor to their liking" when Mandela was released from prison, he says in the Penthouse interview.

Mandela's associates were incensed: "...don't come and stand on our platforms and grab our hands and hold them up and get the photo opportunity in the name of being devoted to our cause." More and more people are beginning to be vocal about it," Belafonte adds.

"There have been communities where people have started a process and then Jesse

moves in and takes the high ground. The reporters come, they do their thing for two or three days — or two or three minutes as the case may be — then everyone leaves and the community is left somewhat devastated because it doesn't understand clearly what its program is anymore."

Jackson should be called on to explain why he behaves this way, Belafonte asserts.

Many of the answers to Jackson's behavior can be found in the best book ever written on him: Jesse Jackson: America's David by Barbara Reynolds (JFJ Associates, P.O. Box 56628, Washington, DC 20011, 202/726-5248).

Tony Brown's Journal TV series can be seen on public television in Los Angeles, CA on Channel 28 (KCET). Please consult TV listing or phone station for air time.

Compensation to Africa Demanded For Slave Trade

From General Ibrahim Babangida President of the Republic of Nigeria c/o Executive Secretariat of the Organization of African Unity 211 East 43rd St. New York, NY 10017

Dear Mr. President:

On behalf of thirty-five million African-Americans in the Diaspora here in the U.S. we extend an invitation to the Organization of African Unity to convene a plenary session in the United States of America.

At a recent conference held in Lagos, "Reparation for Africa and Africans in the Diaspora", you called on Western nations to pay compensation to Africa for the damage done to the continent by the slave trade. The task of obtaining reparations will not be easy, but you argued "that we must begin now to call on all the countries of Europe and the Americas to compensate Africa for the untold hardship and exploitation that the continent has been subjected to in the past."

This moment in history offers an historic moment to convene a

summit of African political leaders to formulate an economic development plan for the 21st Century for 700 million people of African heritage.

The Dubois-Nkrumah dream of Pan-Africanism was born in the belief that a unified international African community would bring cultural, economic and international political power to our people. The legacy of DuBois-Nkrumah's dream offers, perhaps, the best hope we have against economic genocide. Economically we are a people, an international community, under attack. Collectively, Africa's 650 million people owe a foreign debt of \$200 billion. Sixty percent of Africans consume fewer calories than are necessary each day for normal life. Forty percent of our people in Africa live in poverty. Malnutrition is killing millions of children each year and permanently crippling another five million African children. At present, growth rates of Africa's population will double, while per capita food production is declining.

Here, in the United States, nearly one out of every three African Americans had incomes which placed them below the poverty line. There are more young African-American men in prison than in college. If the rate of births to young Black teenagers continues, the majority of the babies born in the black community will be to teenage mothers. By the year 2000 fully 70% of our young men will be unemployed and unemployable. Seven out of 10 young black men will be without a job and without the skills to get a job.

We are witnessing the permanent institutionalization of economic slavery for a generation of African people around the world. We need a formula for the economic and cultural development of 700 million Africans around the world.

The OAU session would focus on four key issues:

1. Your call for reparations for Africa from Western nations for the damage done to the continent and its people by the slave trade;
2. The formulation of an

African Economic Common Market, patterned after the 1992 European Economic Community model;

3. Economic support from the World Bank, the International Monetary Fund and the business community for economic investment capital for African nations;

4. The Africanization of the 35 million African-Americans in the Diaspora within the United States. The presence of 50 African "Heads of State" would develop a unified sense of pride within our national community; pride in our history, our heritage and our culture. Their presence would stimulate the "Africanization" of the U.S. Black community - a heightened sense of shared history.

Mr. President, the world is slowly turning us into slaves again. After 500 years of brutalization, Africa and Africans must be rehabilitated. If we fail to act now, we will witness the permanent institutionalization of economic slavery for a generation of young African men and women all around the world.

It has become increasingly

apparent the problems of our communities are similar and thus the solutions are linked.

Together, we can plan and prepare to lead our international community of 700 million Africans into the 21st Century. Amandla

For those of you who wish to have your name added to this historic letter tear out this article, sign it, and mail it to: Amandla Publications, P.O. Box 5134, Chicago, IL 60680-5134 (include your return address).

Join 250,000 African-Americans in signing a document that historians may look back on as the catalyst for an economic and cultural revolution among our people. We can either interpret the coming crisis, or we can avert it. Beyond diagnosing the disease, we must prescribe a remedy.

With the United States \$12 trillion debt a national recession could mean an economic depression for most African-Americans.

Many among us believe that the problems are overwhelming

and perhaps even unsolvable. They would argue that we are retreating instead of progressing.

We disagree. The present civilizational tensions represent the necessary pains that accompany anything new. It is both biologically and historically true that there can be no birth or growth without birthing and growing pains. In some sense the tensions and struggles we witness are indicative of the fact that a new world order is being born and an old order is passing away.

If we are to serve this hour of history we must be prepared to engage in new ideas and face new challenges. Let our prayer in this hour of challenge be "for courage to change the things that we can; grace to accept that which we cannot change; and the wisdom to know the difference."

Amandla a-mand-la'n [zulu] 1: power 2: nothing more than the ability to achieve purpose (M.L. King)

Increase In Black Single Parents Slowing

The annual rate of increase in Black single parents slowed significantly in the 1980s, according to a report by the Commerce Department's Census Bureau. The number of Black one-parent family situa-

tions grew by 3.8 percent per year from 1980 to 1990, compared with 6.1 percent during the 1970s (see chart). The total grew from 1.1 million in 1970, to 2.1 million in 1980, and to 3.1 million in 1990. In this

report, one-parent situations include single parents who own or rent their own home (family households), and those who are sharing someone else's household (subfamilies). Annual growth rates among White single parents were 3.1 percent during the 1980s and 5.7 percent during the 1970s. There were 6.4 million White single parents in 1990.

The annual rate of increase in one-parent situations maintained by Black mothers dropped to 3.7 percent for the 1980s, from 6.2 percent for the 1970s. One-parent situations maintained by Black men or women totaled 221,000 and 2.9 million respectively in 1990. The comparable figures for Whites were 1.1 million and 5.3 million. Of the 5.1 million Black family situations where children were present, 61 percent were maintained by one parent in 1990, compared with 23 percent among Whites. As in all surveys, the data are subject to sampling variability and other sources of error. Copies of the report, Household and Family Characteristics: March 1990 and 1989, Series P-20, No. 447, are available for \$11 each prepaid from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 (202-783-3238). The GPO stock number is 803-005-00046-0.

Dear Editor:

At a time when the men and women in our armed forces are facing their greatest test, we at home are facing a test as well. Our test is to maintain our unity and resolve, as our troops are doing in the Persian Gulf.

We don't want Saddam Hussein to take this country's tolerance for anti-war demonstrators as a signal he should wait out our resolve in a long and bloody war.

I'm outraged at the brutal treatment of our POW's. And I'm saddened to see the media give so much attention to the small number of anti-war protesters who have sprung into action. It seems that every time a few protesters pick up their signs, the cameras swarm around them, and they end up on the news.

Our soldiers have said that they have a job to do and are going to get it done. I feel I have a job to do, too. And that's to stand up in strong support of our troops.

I want them to know that I and the American people are very proud of them. We are all inspired by their bravery.

I hope that you'll print my letter, and others like it, in the days ahead. Thousands of local American newspapers are reaching our men and women in uniform every day. Your newspaper may be one of them. I want the troops to know that we hold them in our thoughts and prayers every day.

Sincerely, Rev & Mrs John Dudeck

U.S. Has Hidden Agenda In Gulf War

To understand the Persian Gulf crisis, it's necessary to put the events of the past several months into a historical framework.

Several political and economic interests in the United States undoubtedly have been served by the massive U.S. intervention in the gulf.

Sending 200,000 American troops to the region in reaction to the Iraqi invasion of Kuwait served the interests of the White House in

several ways. Domestic problems, such as the gathering recession, the savings and loan crisis and the Neil Bush fiasco were all quickly erased from the headlines. This was useful for the president and the Republican party, which was trying to minimize its losses in the November elections.

As the U.S. military commitment in the gulf increased, the domestic economy worsened. The administration could (and did) blame the state of the economy on

Continued On Page B-4

The Black VOICE News

The Inland Empire News in Black and White

Established in January of 1973

The Black Voice Newspaper is a weekly published on Thursday by Hardy Brown and Associates, P.O. Box 1581, Riverside, California 92502. We may be reached in Riverside at (714) 682-6070 and in San Bernardino at (714) 889-0506.

The Black Voice News sells for 50¢ per copy. Subscription rate is \$25 per year. Out of state subscription is \$29 per year.

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The objective of The Black Voice Newspaper is to communicate information to all members of The Inland Empire.

Stories published in the Black Voice News do not necessarily reflect the policies nor the opinions of the publishers.

The Black Voice news is A audited by the Consumers Paper Verification Service. We have over 35,000 readers per week

The Black Voice news is also a member of the West Coast Black Publishers Association (WCBPA) and the National Newspaper Publishers Association (NNPA).

We reserve the right to edit or rewrite all stories submitted for publication.

STAFF

Publishers.....Hardy & Cheryl Brown
Acting Editor, Art Director.....Carl Dameron
Book Review Editor.....Paulette Brown
East Coast Editor.....Hardy Brown, Jr.
Assistant Editor Children's Features.....Regina Brown
Entertainment Editor.....Billy Johnson
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Time For The 1991 Beautillion

The Social-Lites Inc. of San Bernardino is an accredited non-profit charitable and social organization, that has functioned in this community since its inception in 1956.

"The primary function involves the raising of funds for young men throughout the Inland Empire to assist them in attaining cultural and educational goals, through the raising of these funds, we have given more than 1.2 million in scholarships and assistance to young people



by Ernest C. Levister, Jr., M.D., F.A.C.P.

OUR BODIES The Chocolate Myth

Dear Dr. Levister: Please clear up the belief about blemishes caused by eating chocolate. A Frustrated Parent Dear Frustrated: "Chocolate will make your face break out." "French fries and potato chips will ruin your complexion." Few of the three out of four teenagers who suffer from the perils of pimples haven't heard those warnings and similar admonitions from well-meaning parents who believe that certain foods aggravate acne. That long-standing theory, however, remains just that. There is no strong evidence to support beliefs that chocolate and fried foods exacerbate acne. In fact, the only particular foodstuff that appears to worsen acne-like problems is iodine, a nutrient found in iodized salt and fish. But even that is not an issue worth fretting about, because a person would have to consume large quantities of iodine in order to suffer the skin "eruptions" frequently caused by iodine. The American Academy of Dermatology concludes, "diet in most cases has little impact on acne". Scientists still aren't sure what causes acne. Why skin follicles become clogged with dead skin cells, bacteria and sebum (mixture of oils) which eventually turn into pore-blocking whiteheads, blackheads, and when the follicle ruptures, pimples? Research suggests that acne is not caused by dirt, oily skin or hygiene. Factors like hormonal changes brought on by menstruation, can aggravate acne. Certain cosmetics may contribute to flareups.

Fortunately, acne can be treated effectively with medications like a vitamin A derivative (not to be confused with over the counter vitamin A supplements). As a last resort, doctors prescribe a drug, Acutane, for people with cystic acne, a severe disfiguring form of the problem.

P.S. Chocolate and fast foods though can cause other problems.

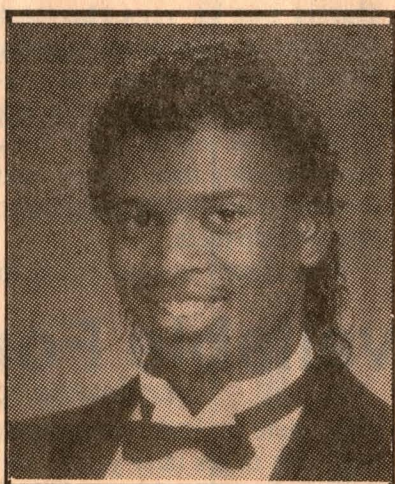
Dr. Levister welcomes reader mail concerning their body but regrets that he is unable to answer individual letters. Your letters will be incorporated into the column as space permits. You may direct your letters to Dr. Levister in care of The Black Voice News, P O Box 1581, Riverside, CA 92502.

in the last 34 years." Said Yvone Brown Event Chairperson.

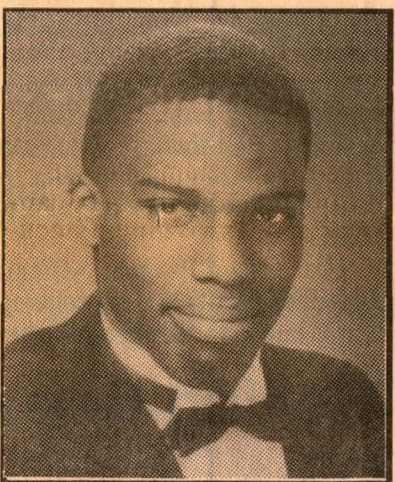
And this year isn't any different, the Social-Lites are well on the way for the preparation of the 1991 BEAUTILLION BALL.

"The Beautillion is one of the exemplary products of our efforts within the community that is presented to the public each year. This year marks our 24th year," said Brown.

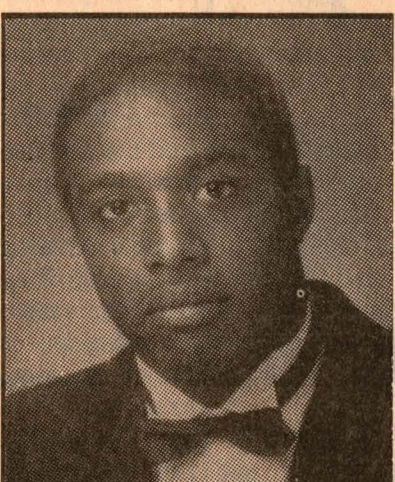
Beautillion season begins every October, and this season got off to a great start with the Social-Lites along with the 1991 candidates hosting a potluck dinner to meet the parents and the mentors of the candidates, at which time they also made a presentation to someone they feel is very special in their lives. Believe it or not the special person in most of the candidates



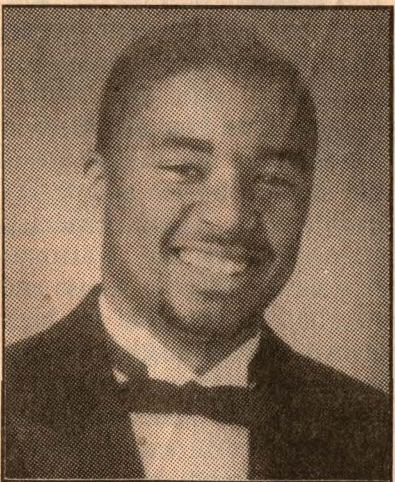
Michael Blackburn, Cajon



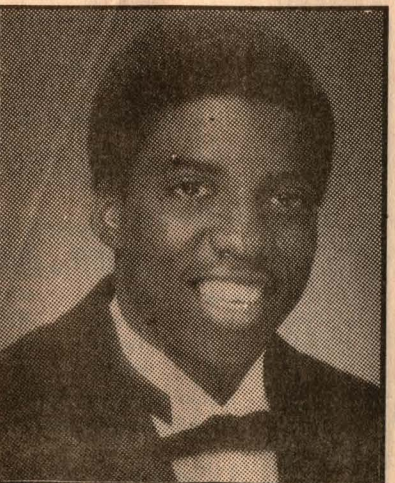
Dennis Gray IV, Eisenhower



Donald Smith, Bloomington



Eugene Titus, Arlington

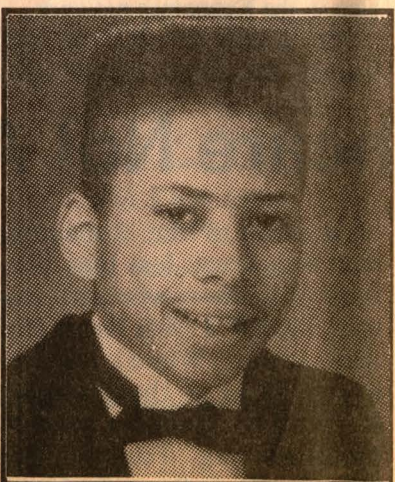


Ronte' Turks, Fontana

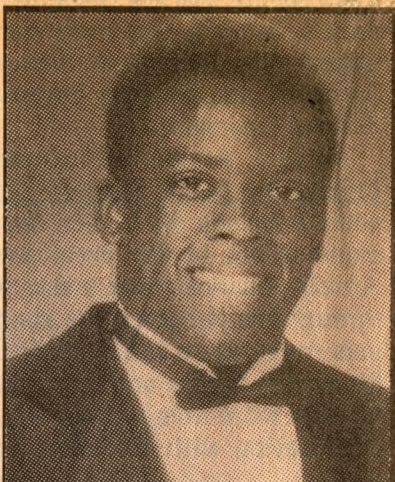
lives was either one or both parents.

Candidates for "Knights" are obtained through the Social Lites working within the schools and colleges through the counselors, other civic organizations and churches. The "Knights" must be either a senior in high school or freshmen in college. They must carry at least a 2.5 grade point average and are required to do volunteer work, attend meetings, rehearsals and seminars regarding furthering their educational goals and/or vocational counseling. The "Knights" usually participate in a beautification project within the City of San Bernardino, as well as other civic and charitable functions.

The works of these young men has already begun projects completed up to date include; giving and delivering need baskets at Thanksgiving, Christmas caroling and gift giving to patients at Crestview Convalescent Hospital, also attending class and upon com-



Joseph Hardman, Cajon



Shawn Carter, Eisenhower



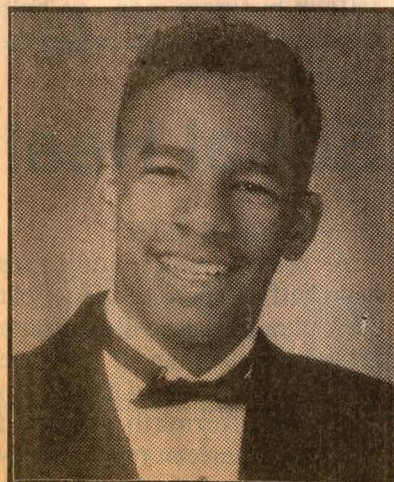
Bryan Thompson, Eisenhower

pletion receiving certification in CPR. Fund raisers include painting address on curbs for the city, and car washes. Their most recent project was their participation in the 1991 San Bernardino Black History Parade. They will be attending Sunday services at local churches in the Inland Empire as well as other parades celebrating Black History Month.

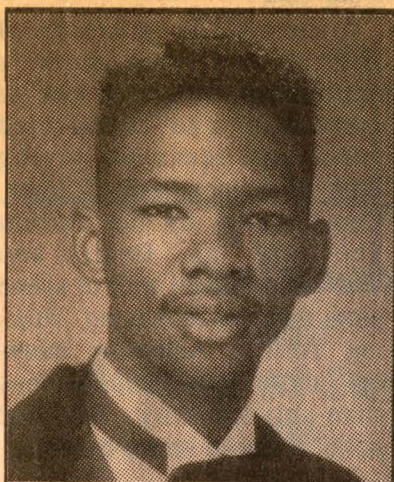
The Social-Lites Inc., along with this years Chairperson Mrs Yvonne Brown is very pleased and elated to introduce 13 promising young men for this years 1991 Beautillion.

This years Theme "TO BELIEVE AND ACHIEVE" Our chairperson says this statement is not only for our candidates but for all our youth, in the words of the Rev. Jesse Jackson "IF YOUR MIND CAN CONCEIVE IT, AND YOUR HEART CAN BELIEVE IT, THEN YOU CAN ACHIEVE IT".

The works of these young men culminates with the presen-



Gannon Leath, Moreno Valley

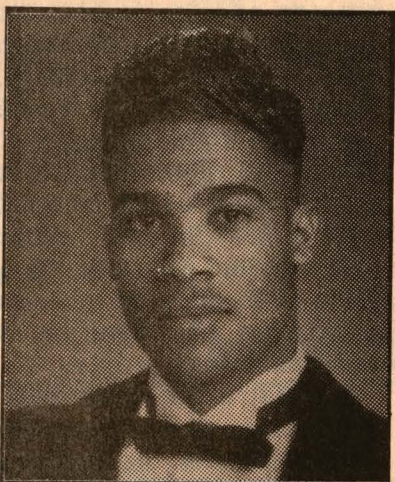


Bryan Thompson, Eisenhower

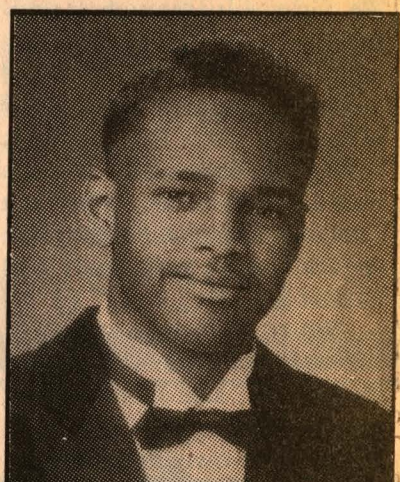
The Deadline for copy is Friday at 5 P.M. The ad deadline is still Tuesday noon.

tation of the "knights" and dubbing of "Sir Knight" at the annu-

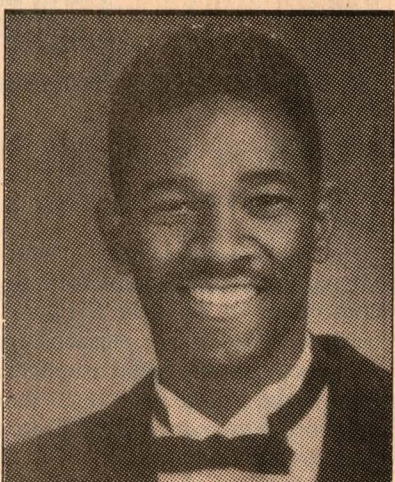
al Beautillion Ball. At this time Continued on page B-4



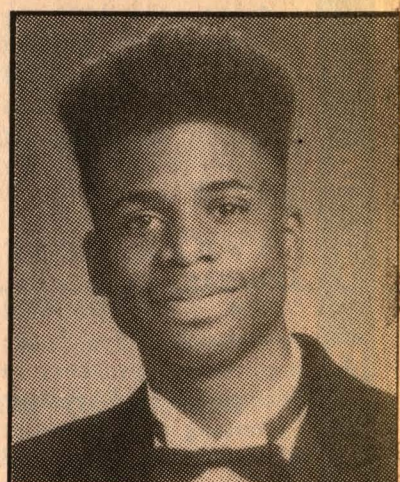
Hasain Smith, Eisenhower



Avilos Davis, Eisenhower



Quinton Doswell, Cajon



Oscar Duncan, Bloomington

Health Notes

EMPOWERING WOMEN SEMINAR OFFERED

3 free seminars, at the Chaffey College Student Activity Center.

"Self-Esteem" scheduled for Wednesday, February 20, 1991 at 2:00 p.m.; Co-Dependency on Thursday March 7, 1991 at 2:30 p.m.; and on Wednesday March 13, 1991, "Lady Beware-Crime Prevention and Rape Crisis-For Women Only" will be offered, at the Chaffey College Student Activity Center 5885 Haven Avenue, Rancho Cucamonga, California 91701-3002, 714 987-1737, ext. 300

'HELP ON CALL' OFFERS CRISIS SERVICES FOR PERSIAN GULF WAR

Ontario, California response to the local need for crisis services created by the Persian Gulf War, the Mt. Baldy Region United Way's "Help on Call" information and referral service has established a bank of information on war-related programs being offered in the area.

People who need assistance in finding help are welcome to call Help on Call for referrals, Gallegos said. The assistance is free of charge and confidential.

Help on Call serves western San Bernardino County and eastern Los Angeles County. The phone numbers are (714) 986-3484, (714) 823-1317 and TDD (714) 986-6805. Hours are Monday - Friday, 8:30 a.m. to 5 p.m.

FOR RELEASE AM'S AND PM'S THURSDAY, FEBRUARY 7

The number of Anti-Semitic incidents in the United States during 1990 climbed to a record 1,685 episodes, marking a fourth straight year of increases, according to a nationwide survey conducted by the Anti-Defamation League and made public today.

ADL's Audit of Anti-Semitic Incidents, conducted annually since 1979, revealed that the total comprised 927 incidents of anti-Jewish vandalism and 758 acts of harassment, assaults or threats against Jews or Jewish institutions. The harassment figure was the highest ever recorded; the vandalism figure was the second highest. Combined, they represented an 18% increase over 1989's total of 1,432. The vandalism figure includes arson, bombings, cemetery desecrations, and swastika daubings against

Jewish institutions, Jewish-owned property and public property. The League expressed particular concern with the dramatic rise in campus bigotry. The audit showed a 36% increase over 1989 in anti-Semitic acts at U.S. colleges and universities.

VOLUNTEERS NEEDED FOR RESEARCH PROJECT EXPLORING CHILDHOOD SEXUAL EXPERIENCES

Adult volunteers willing to answer confidential questionnaires regarding early childhood sexual experiences are needed for a research project being conducted at California State University, San Bernardino. "Through my research, I'm trying to determine how the effects of early childhood sexual experiences are manifested throughout an individual's life," says Cal State psychology professor, Dr. Kelly Morton, who notes that research data will be incorporated into material she is preparing for an American Psychological Task Force project concerning women and minorities.

"TOBACCO WALK-OUT"

A "Tobacco Walk-Out" will be held Saturday to provide tobacco prevention education and cessation programs for teens employed at restaurants and/or food service establishments.

The "Tobacco Walk-Out" will begin at 8:30 a.m. and end 11:30 a.m. at the Carl Johnson Center, room 203 located at 214 North Palm Avenue in Rialto.

HOMELESS TASK FORCE

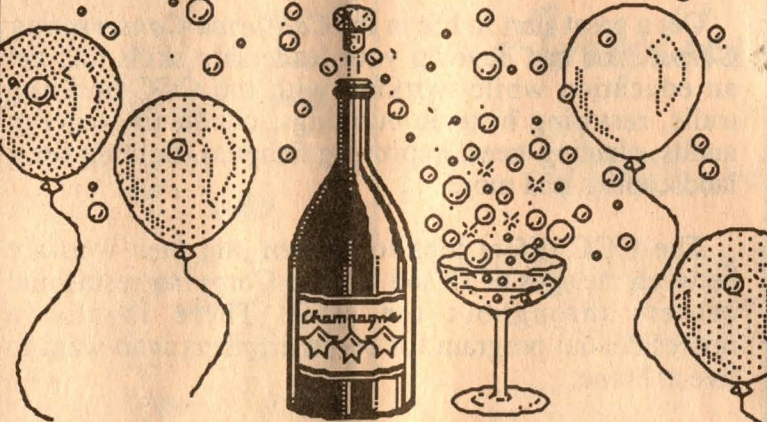
The San Bernardino County Children's Network, in conjunction with the San Bernardino County Community Services Department Homeless Task Force, will be hosting a hearing on the issue of homelessness February 26 from 1 p.m. to 4 p.m., in the Board of Supervisors Chambers, County Government Center, 385 North Arrowhead Avenue, San Bernardino.

COME TO THE A.G.L.O. 4TH ANNUAL BLACK GREEK STOMP SHOW

SATURDAY, MARCH 2, 1991 U.C.RIVERSIDE, COMMONS CAFETERIA, Doors Open at 6pm \$6.00, A.G.L.O. MEMBERS ONLY \$8.00 Pre-Sale (Until Feb. 27th) \$10.00 at the door

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Business Profile: Johnny Harris Realtor, Promoter

by Jean Denny

The Reverend Johnny Harris is well known for his service to the community through sheltering the homeless, feeding the hungry, and preaching the word of God through his Good News Ministries. Now, Rev. Harris is helping the community through Harris and Associates which is a economic consultant agency that specializes in real estate and income tax.

"We cover a wide variety of services in real estate and income tax," said Johnny Harris in a recent telephone interview. Harris is co-owner of the busi-

ness with his wife Brigitte.

Among some of the services offered at Harris and Associates are workshops on the foreclosure process and its investment opportunities. They also help before people get to foreclosure. "They will know how to acquire property in foreclosure legally." The initial appointment is at Harris' office which is in his home at 2657 Prospect Avenue in Riverside. There he has a board room where he conducts workshops one Saturday a month from 9 a.m. to 5 p.m.

Rev. Harris also offers traditional real estate service with the listing of sales. And he is a

Member of the Riverside Area Listings Service. "We can help you sell or buy a house." He also counsels on income tax benefits for those owning real estate.

In addition to being in real estate, Rev. Harris is also a Notary Public, a certified real estate appraiser and he also teaches loan processing at DeVonne Armstrong's Real Estate Educational Center.

Additionally Rev. Harris prepares individual and small business income tax (federal and state).

Rev. Harris, who was once a entertainer, said he got into real estate because of DeVonne Armstrong, a local realtor in Riverside, who showed him the how to become financially independent. "I have more time and money to help myself and people in the community. I can do things I want to do."

Rev. Harris offers another service in a Economic Network (EN).

According to Reverend Harris this a project to help bring African American consumers to African American businesses. "Black business man can help the community in area where the government won't."

Rev. Harris, who believes his ministry is in the community, said he will try to reach a segment of the African American community that other people don't reach. "Black people should patronize their own." Rev. Harris said he would like to see a community center for Black men to be taught by Black men. "We should have Black businessmen who can help with on the job training."

He also sees education as a strong force in the community and recently offered to contribute at least five (5) scholarships a month to the Saturday Academy. Saturday Academy is a Saturday based school offered to African American Children at the Learning Center on the campus of the University of California in Riverside (UCR).

Rev. Harris also a member of the African American Chamber of Commerce here in Riverside and is chair person of the membership committee. He is a charter member and said he believes it is a positive influence on the Black community. He said some of the members in the AACC are also in the Economic network.

The goal is to bring and high income and middle class Blacks



The Reverend Johnny D. Harris

to ordinary people. "Too often we sneak out of the ghetto and forget we came from there," said Harris but he sees the AA Chamber as a group that's going to make some changes. His message to the consumer is to ask themselves where have they been spending their money and to spend money with people who want to help them.

Rev. Harris is continuing to

do great things in the community. For anyone interested in giving to the poor and needy through food and/or clothes please contact Rev. Harris' mother, Mrs. Rebecca Harris at (714) 686-8539.

For information on the Economic Network (E.N.) and workshops on real estate or income tax service you can call Rev. Harris at (714) 787-7743.

Equal Healthcare Not Available For Blacks

by Charles E. Belle

A recent study indicates that half of all Americans fear the United States will suffer a depression similar to the one during the 1930s. Already in such an aftermath are aged African American men. Many of whom were born into poverty with its accompanying asthmatic style nutrition deficient diet.

Even today millions of African American mothers mostly from their own lack of knowledge and uneducated nutritional ideas are giving birth to malnourished children. Campaigning by the current Secretary of Health and Welfare would do well to spend more time and money on making African American mothers more health conscious than anti-smoking. But that political smoke screen bandwag-

on is easier to ride. Ridiculous as it may seem, less than one-third of mothers who earn less than \$7,000 a year breast feed their babies. While over two-thirds (68%) of those earning more than \$25,000 a year do breast feeding. Findings like this clearly indicate the heavy advertising toward this largely uneducated market, making them believe that the bottle formula is better for the baby than natural milk. Rates of breast feeding is lowest among African Americans.

In fact, African American infants are twice as likely as white infants to die in their first month of life. In the event the African American male makes it through his twenties, the road gets rough again in his sixties. Since it is highly unlikely that he will retire from a major U.S. corporation with a healthcare

plan, there is little protection from him in his later years. He is not alone in this position since 15% of all U.S. citizens have no health insurance and many millions more have only partial coverage. Only about three percent of U.S. companies provide long-term care (LTC) benefits. But then, few African American males can expect to take advantage of any LTC plans.

The reason is that African American men's life expectancy is not even at retirement age.

A fact which can be traced to Reagan-Bush years in the White House. It formerly was at least over the regular retirement age at 65.2 years, but has dropped below to 64.9 years. This compared to the average white male's life expectancy which has been all the while on the increase up to 72.3 years. The Reagan years were indeed good for the white man.

Many people are publishing articles on the social problems and lifestyles of African Americans as the root

Selling Booze To Blacks

Alcoholic beverage makers are saturating the African-American community with potent advertising campaigns — and potent brews — according to a new video produced by the Center for Science in the Public Interest (CSPI) and the Institute on Black Chemical Abuse (IBCA). The effect, the video charges, is to promote drinking and undermine alcoholism prevention efforts. The video, "Marketing Booze to Blacks," is based on a report of the same name. It examines the devastation that alcohol is causing and the marketing strategies of alcohol producers. "Alcohol problems still kill far more people, destroy far more lives, and ruin far more careers than all the illegal drugs put together," said Dr. Walter Faggett, of the National Medical Association. Alcohol abuse is the leading health and safety problem in Black America according to the National Institute on Alcohol Abuse and Alcoholism. Despite the high level of alcohol-related troubles, alcohol producers continue to target African-Americans as a growing and lucrative market for their products. Though African-Americans drink less alcohol per capita than whites,

drinking in the Black community results in disproportionately high rates of problems, largely because of inadequate medical care.

Some surprising facts about alcohol and the African-American community are:

- Blacks make up only 12% of the U.S. population, yet account for 18% of the clients in alcohol treatment programs.
- Blacks are twice as likely as whites to die of chronic liver disease or cirrhosis, using age-adjusted death rates.
- Billboards, especially in the inner city, are widely used by alcohol advertisers. For example, in Detroit, 56% of the billboards in low-income neighborhoods were for alcohol and cigarettes compared to 38% in middle and upper-income

Continued on Page B-4

Opportunities For Women Take The Lead!



Get a great start in life in the *California Conservation Corps!* You can develop your leadership skills and get an education while working with the CCC building trails, restoring historic buildings, conducting energy audits, planting trees, improving fisheries, fighting fires, landscaping, and more...

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Call 862-3600

ECONOMIC DEVELOPMENT COUNCIL MEETING

On March 6, 1991, the Economic Development Council meeting will be held in conjunction with an Economic Development Conference sponsored by the City of Moreno Valley.

APPRAISERS SEMINAR

The National Association of Real Estate Appraisers presents a Seminar entitled "Appraiser Licensing in California: What to Expect." To be held on February 26th at the Newport Beach Marriott Hotel and Tennis Club in Newport Beach, California from 8:00 a.m. to 12:00 p.m. Registration is \$85.00. For more information call (602) 948-8000.

PEPSI, 7-ELEVEN HONOR BLACK LEADERS

A series of four bookcovers honoring prominent Black leaders in American history has been developed by the Pepsi-Cola Company and The Southland Corporation and is currently available in selected 7-Eleven stores across the nation.

AREA CODE 909 GOES INLAND

Area code 909 has the Inland Empire's number. Pacific Bell, GTE California and Contel announced today that area code 909 will serve the western and central portions of Riverside and San Bernardino counties when it goes into effect on Nov. 14, 1992.

The new area code will also serve "Claremont, Pomona, Diamond Bar, San Dimas, La Verne and Walnut in eastern Los Angeles County.

Area code 714 will continue to serve Orange County, a small portion of Southwestern San Bernardino County, and part of La Mirada in Los Angeles County.

JOHN C. HEINRITZ NAMED VICE PRESIDENT AT WARNER BROS.

John Heinrich has been named Vice President of International Marketing & Licensing for Warner Bros. Worldwide Merchandising, it was announced today, by Dan Romanelli, President, Worldwide Merchandising, Warner Bros. Inc. Mr. Heinrich graduated from the College of Santa Fe with a B.S. in Business Administration and attended the Institute for Management at the Kellogg School, Northwestern University.

SHERIFF TO PROPOSE INCREASING ADMINISTRATIVE FEE CHARGED TO WORK SENTENCE PROGRAM PARTICIPANTS

Individuals participating in the County's Work Sentence Program may soon face an increase in the administrative fee which reimburses the Sheriff's Department for administering the program. Originally set in 1988, the current \$30 fee is imposed on individual participants according to their ability to pay.

Administrative costs for the program include eight and one-half staff positions, office space and use on one county fleet sedan.

With annual administrative costs

TOUCH-TONE: POPULAR "FRILL" BECOMES BASIC SERVICE

Touch-Tone service — first offered by Pacific Bell in 1967 to customers in Beverly Hills — became part of basic service for residence and business customers Feb. 1. The charge was \$1.20 for residence customers and \$1.70 for business customers.

In addition to making Touch-Tone part of basic service, the CPUC also agreed to further enhance basic service by expanding local calling areas from about eight miles beginning June 1.

MULTIMILLION ROADWAY IMPROVEMENTS AT TYLER MALL.

Construction of the roadway improvements being performed in conjunction with the Tyler Mall enhancement are scheduled to begin at the end of this month and will lead to significant area roadway improvements.

Completion of the roadway improvements is scheduled to precede the Grand Re-opening of the newly renovated and expanded Tyler Mall, according to William J. Kenney, Jr., Vice President of Development of Donahue Schriber. He added, "These improvements will insure that the Tyler Mall enhancement will help to bring Riverside's roadway systems into the 1990's"

JOHN C. HEINRITZ NAMED VICE PRESIDENT FOR WARNER BROS. WORLDWIDE MERCHANDISING

John Heinrich has been named Vice President of International Marketing & Licensing for Warner Bros. Worldwide Merchandising, it was announced today, by Dan Romanelli, President, Worldwide Merchandising, Warner Bros. Inc.

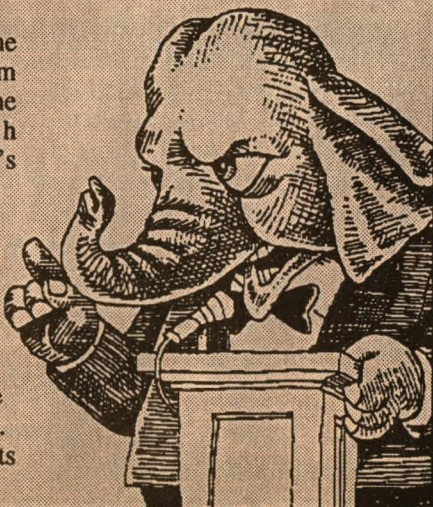
Mr. Heinrich graduated from the College of Santa Fe with a B.S. in Business Administration and attended the Institute for Management at the Kellogg School, Northwestern University.

MEDIA ADVISORY: STATE OF GOP CONVENTION SET FOR SACRAMENTO

The California Republican Party 1991 Organizational Convention will take place February 22-24 at the Hyatt Regency Hotel, 1209 L Street, Sacramento, California.

Major business at this convention includes election of new California Republican Party leaders for 1991-1992 and ratification of Bylaws.

Confirmed speakers include U.S. Senator John Seymour for the Associates Breakfast on Saturday Luncheon and Attorney General Dan Lungren for Saturday Banquet.



Business Directory

The Black Voice News

Page A-5

Thursday February 21, 1991



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"Peace Officer Appreciation Day

The members of the Inland Empire Peace Officer's Association, The National Organization of Black Law Enforcement Executives, and the National Black Police Officer's Association held its 11th annual Black Law Enforcement Appreciation Day" on February 10, 1991,

at New Hope Missionary Baptist Church. Law enforcement representatives from San Diego to San Luis Obispo counties were in attendance.

Dr. Lemar Foster, Pastor, welcomed every agency and commended each of the

officers on their outstanding community service. The guest speaker was Chief Edward W. Harrison, Director of Public Safety, California State University, San Bernardino, and President of the Inland Empire Peace Officer's Association. His topic was on bridging the gap between law enforcement and the black community through positive interaction.

The Inland Empire Peace Officer's Association meets the first Friday of each month at the Pacific Savings Bank, 201 East Baseline, Rialto at 7:00 PM.



Seventh-day Adventist Hold Prisoner Ministry Rally

A Prisoner Ministry Rally will be held at Sixteenth Street Seventh-day Adventist Church, 1601 West 16th Street, San Bernardino, on Sat. Mar. 2, 1991 at 10:50 A.M. The rally is being sponsored by Touch of Love, the San Bernardino, Chapter One of Prison Ministries. Guest speaker will be Anthony Paschal, pastor of Kansas Ave. S.D.A. Church, Riverside, Ca. Dinner will be served at the church after the 11:00 divine worship service. There will be a free training seminar in the afternoon. A certificate for working in prison ministry will be given to each person attending the seminar. There will be an evening concert featuring James Carlross and Derwin Woods. San Bernardino, Chapter 1, of Touch

of Love, currently serves the San Bernardino County Jail and the Glen Helen Rehabilitation Center. There are 22 Chapters of Touch of Love— 20 of which are in California; namely, Fresno, East Palo Alto, Oakland, Richmond, and Seaside.

There are 6 chapters in Los Angeles, 2 in San Bernardino, and 1 in Riverside and 1 in San

Diego, also, 1 in Las Vegas, Nevada and 1 in Milwaukee.

"There are over 500 volunteers; and, we serve some 7,000 prisoners in approximately 40 institutions," said Clive Hendricks, president of Touch of Love, San Bernardino, Chapter 1.

"Everyone is invited to come and bring a friend—March 2," he said.



The Interfaith Ministerial Alliance met at St. Paul AME Church, To discuss the issues in Common. Visiting is Presiding Elder Edward P. Williams.

New Life

By Melvina J. Jones

This week on February 21st at 7 p.m. our pastor Rev. Elijah Singletary will be bringing the message at the Tabernacle Missionary Baptist Church located at 1168 N. Waterman Ave. in San Bernardino. Rev. Roy R. Harris is the pastor.

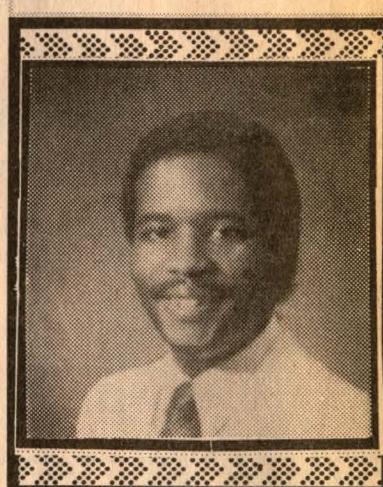
New Life Missionary Baptist Church will have it's Annual Men's Day Sunday February 24th at 3:30 p.m. The guest speaker is Elder Joel Stewart of the Lighthouse Full Gospel Church in San Bernardino. Our other guest will be the male chorus of Bethesda, New Hope and Mt. Zion.

Our up coming events for March at New Life are: the Young Matron's Prayer Breakfast at 7 a.m., March 10th; the Pastor's Aide's Homecoming Program at 3:30 p.m., March 10th; Musicians Appreciation Service at 3:30 p.m., March 17th; and the Seven Last Sayings of Christ on the Cross at 7 p.m., March 29th.

The doors of New Life are open at all times, so please come and join in fellowship with us here at New Life Missionary Baptist Church, 1322 N. Medical Center Drive in San Bernardino. Remember when you believe and accept Christ, you begin a new life.

Questions & Answers

by Dr. Reginald Woods



HOW ARE MEN AND WOMEN AROUSED DIFFERENTLY?

Question: Dear Pastor Woods, Please address the sex issue on how women are aroused emotionally and how it doesn't start when we get to the bedroom.

Anonymous

Answer: God created within men and women a basic desire to be attracted to each other. In Genesis 1:27, 28, God describes our responsibility to bring forth children. He also gave us the sexual equipment and drive to accomplish this responsibility.

The sexual drive of women and men are activated in a different way. God has made men to want to reproduce therefore their drive is more mechanical - easy to turn on, hard to turn off. God made women to be virtuous so that a Godly man would seek her (Malachi 2). Therefore women are more selective and need verbal, emotional and heartfelt stimuli prior to having an actual sex drive. For women sex is "intimate interaction". For men sex is "reproductive activity". Of course, these comments relate to the spiritual man or woman.

Both must be educated to realize that patience, tenderness and consideration of each others needs are necessary. You can help him by explaining your needs, not criticizing him. No, sex should not begin and end in the bedroom. A healthy relationship will produce an intense and loving expectation of what follows in the bedroom.

If you have a question that you would like answered, write: Pastor Reginald Woods, Life Changing Ministries, P.O. Box 9778, San Bernardino, CA 92427-9778.

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BLACK HISTORY MUSICAL

Solid Rock (COGIC) invite all to attend their Annual Black History Musical February 23 at 7:30 p.m. at 16262 W. Baseline Ave., Fontana, CA. 92335.

For more information call (714)884-9414.

AFRICAN AMERICAN LITURGY

Our Lady of The Rosary Cathedral holds the Sixth Annual Diocesan African American Liturgy Saturday March 2 at 6 p.m. at the church located at 2525 N. Arrowhead Ave. in San Bernardino.

Fr. J-Glenn Murray, past President of the Liturgical Coordinator for the National Black Catholic Congress held in Washington, DC in 1987, will speak.

Music will be provided by the mass "Diocesan Gospel Choir" under the direction of Mr. Rawn Harbor of Chicago, Illinois; World renowned liturgist, composer and musician.

GOSPEL CONCERT AWARDS

Highway to Heaven Ministries' Second Annual Afro-American Culture Gospel Concert and Achievement Awards will be held at the Second Baptist Church, 2911 Ninth Street, Riverside, CA at 7 p.m. The narrator and emcee will be Edna Tatum from the Gospel Music Workshop of America (Rev. James Cleveland, Founder). Admission is free.

For information call Josephine Birdsong-Lacey at 684-7017.

MINISTRY WORKSHOP

St. Anthony Church, 1640 Western Avenue in San Bernardino, will sponsor a Liturgical Ministries Workshop February 28 from 7 p.m. to 9 p.m.. Call (714)887-3810 for more information.

MEN'S DAY TO BE HELD AT ALLEN CHAPEL

The Men of Allen Chapel AME Church, Riverside, CA will celebrate their annual day on Sunday, February 24, 1991 at 3:30 p.m.

Mt. Rose Missionary Baptist Church 1457 N. Mt. Vernon, San Bernardino

By Glenis Harris

Giving thanks to the Lord of lords. For his loving kindness is everlasting. Giving thanks to his beloved son Jesus Christ.

Praise the lord for another prosperous and joyous Sunday service in Christ Jesus. The deacons along with the congregation blessed the lord with glorifying and exalting songs of praise.

Evangelist Barbara Carrol gave the message on "Holiness". She let us know that, "God commands us to be holy as he is holy. For we are the temple of the lord and must present our bodies a living sacrifice pure and holy. For as the holy spirit dwells from the things of this world. 2 cor. 6:14 do not be bound together with unbelievers; for what partnership has righteousness and lawlessness, or what fellowship has light with darkness.

Although the trials come, remember God is going

Continued on Page B-3



Pastor Rev. Clarence E. Harris

Church Directory

Riverside

Methodist

Allen Chapel AME
4009 Locust St.
(10th and Locust)
Riverside, CA 92501
(See ad for services)

Amos Temple CME

2719 11th Street
Riverside, CA 92507
(See ad for services)

Baptist

Antioch Missionary Baptist
7547 Emerald Street
Riverside, CA 92504
Leonard C. Coes, Pastor
Sunday Services
(714) 688-7872
9:00 Sunday School
11:00 Morning Worship

Bright Star Missionary Baptist

5306 ODEL
Rubidoux, CA
Pastor K. Solomon Williams
Sunday Services
8:00 Morning Worship
9:30 Sunday School
11:00 Morning Worship

5:30 B.T.U.

7:00 Evening Service
Nursery Services Provided

Friendship Missionary Baptist Church

Pastor Leon Thompson
Services at Calvary Arrowhead
Mission Center
3626 Monroe Street
Weekly Schedule
Sunday School - 9:30 a.m.
Morning Worship - 11:00 a.m.
Monday Mission - 7:00 p.m.
Wed. Bible Study - 7:00 p.m.
Sat. Choir Rehearsal - 1:30 p.m.

Worship at the Church of Your Choice

Good News Missionary Baptist

Bobby Bonds University Ave.
P.O. Box 55743
Riverside, CA 92507
Rev. Johnny D. Harris, Pastor
(714) 787-8667
Sunday Services
9:00 Song Praise Service
9:30 Sunday School
11:00 Morning Worship

Greater Faith Missionary Baptist

6021 Limonite Ave.
Riverside, CA 92509
Riverside H. Bratton, Pastor
(714) 788-2500
Sunday
11:00 Sunday School
12:30 Worship & Praise Service

Church Directory

The Black Voice News

Page A-7

Thursday February 21, 1991

Mt. Calvary Missionary Baptist
5476 34th Street
Rubidoux, CA
(714) 684-6480
Sunday Services
9:45 Sunday School
10:45 Morning Worship
5:00 B.T.U.
6:00 Evening Worship
Rev. O.E. Jones

Mt. Moriah Baptist
18991 Marioposa St.
Riverside, CA 92508
Rev. James M. Hardy - Pastor
(714) 780-2240
Sunday Service
9:00 Prayer of Consecration
9:30 Sunday School
10:45 Devotion & Worship
5:30 BYPU (1st)
6:00 Evening

New Joy Baptist Church
Kansas Avenue S.D.A. Church
4491 Kansas Ave.
Riverside, CA
(see as for services)

Park Avenue Baptist Church
1910 Pennsylvania Ave.
Riverside, CA 92507
Rev. Campbell, Pastor
(714) 684-8782
Sunday Service
9:20 Round Table Prayer
9:30 Sunday school
11:00 Morning Worship
6:00 Baptist Training Union
7:30 Evening Worship

Second Baptist Church
2911 9th Street
(714) 684-7532
Sunday Services
9:15 Sunday School
10:15 Devotional Services
10:15 Morning Worship
6:00 Service for Praise
(Sunday Evening Workshop)
7:45 Wednesday Bible Study

St. John Baptist
2433 10th Street
Riverside, CA 92507
Rev. C. James, Pastor
(714) 784-0000
Sunday Services
9:30 Sunday School
11:00 Morning Worship
6:00 Evening Service

Church Of God In Christ

Refreshing Spring Temple
2883 7th Street
Riverside, CA 92507
(714) 784-0860
Pastor: Rev. F.E. Knight
Sunday School - 9:20
Morning Service - 11:15
Evening Service - 6:30
Bible Study Wednesday Nights at
7:30 & activities for the children.

**Seventh Day Adventist
Kansas Ave. SDA Church**
4491 Kansas Avenue
Riverside, CA 92507
(714) 682-9810
Kenneth L. Bushnell, Pastor
Saturday Service
9:15 - Song Service
9:30 - Sabbath School
11:00 - Church Service
4:00 - Adventist Youth Services
Mid-Week Service
7:00 - Wednesday Evening
Youth Bible Service
7:30 - Friday Evening

Mt. Rubidoux SDA Church
5530 34th Street
Rubidoux, California
Mailing Address:
P.O. Box 1355
Riverside, CA 92502
(714) 686-1580
Elder James D. Dew, Pastor
Saturday Services
9:15 Song Service
9:30 Sabbath School
11:00 Church Service
5:00 Adventist Youth Service

Apostolic/Pentecostal

Riverside Faith Temple
2355 Pennsylvania Avenue
Riverside, CA 92507
Revs. J. & B. Sims, Pastors
(714) 788-0170
Sunday Services
9:30 Sunday School
11:00 Morning Worship
6:30 Evening Worship

Non Denominational

Riverside Christian Family Fellowship
1385 W. Blaine
Riverside, CA 92507
(714) 684-9160
Arthur J. Forbes, Sr.
Pastor
Sunday Service
Victory Celebration 10:00 a.m.

San Bernardino Methodist

Allen Chapel AME Church
8405 Maple
San Bernardino, CA 92410

St. Paul AME Church
1355 W. 21st Street
San Bernardino, CA 92411
(714) 887-1718
(see ad for services)

Baptist

Bethesda Missionary Baptist Church

1356 N. Mt. Vernon Ave.
San Bernardino, CA 92411
Rev. Donald Osborne
Sunday Service
9:30 Sunday School
11:00 Worship Hour

Macedonia Baptist Church
2042 N. State St.
San Bernardino, CA 92411
(714) 887-2138
Sunday - 9:30 a.m.
Sunday Worship - 10:45 a.m.
Wednesday Worship Service
7:30 p.m.
Come Over To Macedonia And
Help Us! - Acts 16:9
Rev. C.A. Simpson, Pastor

Mt. Olive Baptist Church
2110 Ogden St.
San Bernardino, CA 92405
(714) 887-4864
Order of Service
Sunday School - 10 a.m.
Morning Worship - 11 a.m.
Wednesday Bible Study /
Prayer Meeting - 7 p.m.

Mt. Rose Mission Baptist Church
1457 N. Mt. Vernon
Pastor Rev. Clarence E. Harris
Sunday Service
Morning Worship 11:00

New Hope Baptist, S.B.
1575 West 17th Street
San Bernardino, CA 92411
Dr. LeMar Foster, Pastor
(714) 887-2526 Church
Sunday Services
8:00 Morning Worship
9:30 Sunday School
11:00 Morning Worship
5:30 B.T.U.
7:00 Evening Service
Nursery Services Provided

Baptist

New Life Missionary Baptist Church
1322 N. Medical Center Dr.
San Bernardino, CA
Rev. Elijah S. Singletary, Pastor
Services
Sunday School 9:30 a.m.
Sunday Worship Service
11:00 a.m.
Sunday-Children's Church
11:00 a.m.
Monday-Choir Rehearsal
7:00 p.m.
Tuesday Youth & Adult Bible
Study 6:30 p.m. 1st & 3rd
Wednesday Mission Meeting
6:01 p.m.
Thursday Prayer & Praise
Service 7:00 p.m.
Radio Broadcast
On KPRO 1570 AM Dial
Saturday 1:00-2:00 p.m.

Temple Missionary Baptist Church
1583 Union Street
San Bernardino, CA 92411
(714) 888-2038
"Faith is the substance of things
hoped for, the evidence of things
not seen."
Sunday School - 9:45 a.m.
Morning Service - 11:00 a.m.
Evening Service - 7:00 p.m.
Wed. Night Prayer - 6:00 p.m.
Wed. Night Bible Study 6:00 p.m.
Bro. Roy Harris, Pastor

Non Denominational

Life Changing Ministries
1168 N. Waterman Ave.
San Bernardino, CA 92410
(714) 381-4885
(see ad for services)

Apostolic / Pentecostal

Lighthouse Full Gospel Church
3153 N. Macy
San Bernardino, CA
(714) 887-1227 / 887-3809
Rev. Joel Steward
(see ad for services)

Fontana / Rialto

Methodist

Bethel AME
1626 Baseline Ave.
Fontana, CA 92335
(714) 350-9401
Morris A. Buchanan, Pastor

Baptist

Community Baptist Church
"Come Let Us Reason Together"
15854 Carter St., Fontana, CA
350-9646
Sunday Services
Sunday School 9:30 a.m.
Morning Worship 11:00 a.m.
B.T.U. 5:00 p.m.
Prayer and Bible Study Wed.
7:00 p.m.

**Seventh Day Adventist
Fontana Juniper Ave. SDA**
7347 Juniper Ave.
Fontana, Ca
(714) 822-4349

**Seventh Day Adventist
Valley Fellowship SDA**
275 E. Grove St. Ave
Rialto, CA 92376
(714) 874-5851
Non Denominational

**Freedom Of Religion
Your Constitutional Right**

St. Paul A.M.E. Church

1355 W. 21st Street
San Bernardino, CA 92411
(714) 887-1718
Sunday Worship Service-
11 a.m.
Sunday School -
9:30 a.m.
Wednesday Bible Study-
7p.m.



Rev. Charles Brooks



16888 Baseline Avenue
Fontana, CA 92336
(714) 899-0777

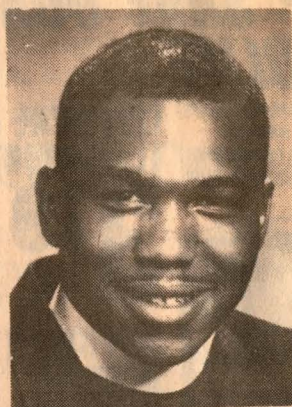
SUNDAY WORSHIP LOCATION:
ETIWANDA HIGH SCHOOL
13500 Victoria Avenue
Rancho Cucamonga, CA



Chuck Singleton
Senior Pastor

SERVICE TIMES:

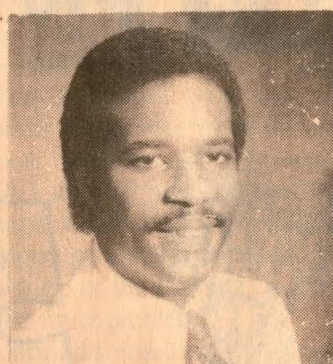
Hallelujah Service.....9:00 a.m.
Catherdral Worship.....11:00 a.m.
Baptism Service.....4:30 p.m.(held at Fontana location)
The Great Family Assembly..6:00 p.m.



AMOS TEMPLE CME
2719 11th Street
(714) 683-1567
Worship Services

Morning Worship..... 8:00 a.m.
Sunday School..... 9:30 a.m.
Morning Worship..... 11:00 a.m.
Prayer and Bible Study
Wednesday..... 6:30 p.m.

Rev. Washington, Pastor



Pastor Reginald Woods

Jesus Christ will make a difference in your life.

Life Changing Ministries

"Bible Teaching Church"

1168 N. Waterman Ave.
San Bernardino, CA 92410
(714) 381-4885

(Corner of Waterman and Baseline)

Sunday Services-9 & 10:45 a.m.
Wed. Night Bible Study - 7:00 pm

**Community Baptist Church
Redlands**

937 Clay Street
Redlands, CA 92374
Sunday Services
8:00 Sunday Morning Worship
9:30 Sunday School
11:00 Sunday Worship
Rev. Dr. H.H. Hubbard
Pastor



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Subscription Order
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Loveland

16888 Baseline Avenue
Fontana, CA 92336
(714) 899-0777
Church Singleton, Senior Pastor
(see ad for services)

Ephesian New Testament
16286 Foothill Blvd.
Fontana, CA
Rev. Emory James, Pastor
(714) 823-3400
KPRO 1570 AM
(see ad for services)

Redlands Baptist

Second Baptist, Redlands
420 East Stuart Ave.
Redlands, CA 92374
Rev. A. Green, Pastor
(714) 793-1074
Sunday Worship
9:15 A.M. - Church School
10:30 A.M. - Morning Worship

**Perris / Moreno Valley
Seventh Day Adventist**

Perris Seventh Day Adventist
5th Street SDA
300 E. 5th Street
Perris, CA 92370
Pastor Jesse Wilson
(714) 657-2798
Saturday Service
9:30 Sabbath School
11:00 Morning Worship
4:00 Adventist Youth Program

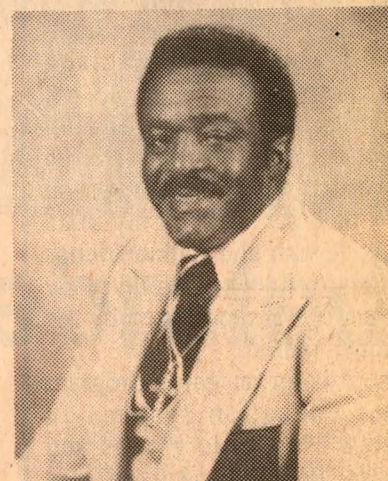
Baptist

New Hope Baptist - Perris
19320 Spaulding
Perris, CA 92370
Rev. Montgomery, Pastor
(714) 780-7110
Sunday Services
9:30 Sunday School
11:00 Morning Worship
11:00 Sunday Worship
Rev. Dr. H.H. Hubbard Pastor

Come And See M.B. Church

(Temporary Location)
Creskide Elementary School
13563 Heacock St.
Moreno Valley, CA 92388
(Mailing Address)
P.O. Box 8282
Moreno Valley, CA 92388
(714) 780-7836 or 780-0226
Grand Opening
November 5-26, 1989
9:30 a.m. - School Of Wisdom
11:00 a.m. - Morning Worship

Dr. E. Jones -
Pastor from Compton, CA



**ALLEN CHAPEL A.M.E.
CHURCH**
4009 Locust Street
(corner of Locust & 10th Street)
Riverside, California 92501
Church (714) 689-9406
Manse. (714) 683-2635

Sunday School 9:30 A.M.
Worship Service 11:00 A.M.
YPD Meeting
2nd and 4th Sunday Afternoon
Wednesday
Prayer Meeting 7:00 P.M.
Bible Study 7:30-8:30 P.M.



Rev. J. Curtis Foster Jr.
Pastor

NEW JOY BAPTIST CHURCH (714) 787-0678

Services Held At:
Kansas Avenue S.D.A Church
4491 Kansas Ave.
Riverside, CA

WORSHIP SERVICES

SUNDAY:

Sunday School - 9:15 a.m.
Morning Worship - 10:15 a.m.
Evening Worship - 6:00 p.m.

TUESDAY:

Prayer Meeting And Bible
Study - 7:00 p.m.
"Everyone Is Welcome"



Rev. Paul S. Munford, M. Div., Pastor

Bethel A.M.E. Church
1626 Baseline Ave.
Fontana, CA 92335
(714) 350-9401

11:00 am - Sunday Service
9:30 am - Sunday School
7:30 pm - Prayer Meeting
6:45 am - Women in Prayer
(Tuesday)

Morris A. Buchanan, Pastor



Rev. Morris Buchanan



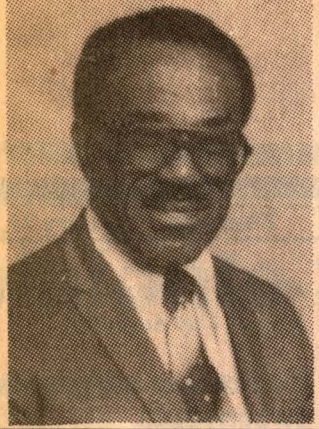
Second Baptist Church
2991 Ninth Street
Riverside, CA 92502
(714) 684-7532

Pastor T. Ellsworth Gantt II

Sunday Services
Sunday School 9:15 a.m.
Devotional Services 10:15 a.m.
Children's Church 10:15 a.m.
Nursery Opened 10:15 a.m.
Bible Study 7:45 p.m. Wednesdays
Prayer Services 7:00 p.m. Wednesday

Worship At The Church Of Your Choice

Moreno Valley News



Charles Leadbetter

BLACK HISTORY:

It is very interesting how during the month of Feb. "Black People" recognized somebody. I am writing this because of the many wonderful programs that are shown on TV, presented at schools, churches and other civic activities. There is nothing wrong with our country having a special month or day to recognize the Afro-American or any other racial group. Other Americans have special days set aside to celebrate the contributions of their ethnic group to America. The pilgrims were met by the Indians when the landed in the New England area, however we do not have "American Indian History" month. I have always enjoyed the special days set aside for my Irish, Polish, Jewish and Italian friends and the confidence displayed by these groups is recognized by the American public.

There is an on going program in our education systems in which these ethnic groups and others are recognized as productive members of society every day. The Black youth has forgotten until Feb., then efforts are made to present evidence of all the great contributions of black people. This is another reason why we should have multi-culture education programs where the background and progress of all people is researched and understood.

With a multi-culture program there would be less problems in the home, school, on the streets and higher self-esteem. We need to continuously recognize the Black American child as being from a productive groups of people. It would be no problem for the publisher of our books to include all Americans regardless of ethnic background. I believe, our children, regardless of race are prone toward trouble if our curriculum in the classroom is designed or presented to lower their self-esteem. When their opinion of themselves are lowered, they will seek attention from any one willing to give it. This action leads to trouble at home, school and with the law.

Why don't we bring all ethnic groups out through the efforts of our education programs and give them credit for their contributions to America. During all wars and other crisis Americans of all colors were right in their part for America. I believe when the doors are open for everyone, our country will make a giant step forward. Together, we can "Praise God"!!

Fontana Parade And Pageant

The North Fontana Parade Committee and the City of Fontana Recreation Department presents the 23rd Annual Black Awareness Beauty Pageant and Parade.

The Pageant will be held on Friday, February 22nd at 7:00 P.M. at the Performing Arts Center, 9460 Sierra Avenue, Fontana. Young women from the Inland Empire will be competing for cash and prizes. Last year's winner is using her scholarship money towards a college degree in business at Cal-Poly - Pomona. Tickets are \$5.00 for adults and \$3.00 for children and may be purchased at Jessie Turner Center, 6396 Citrus Avenue. The parade will occur on Saturday, February 23rd at 11:00 A.M. Parade enthusiasts can watch the parade on Citrus Avenue between Miller and Highland. For more information about the pageant and parade call (714) 350-6786.

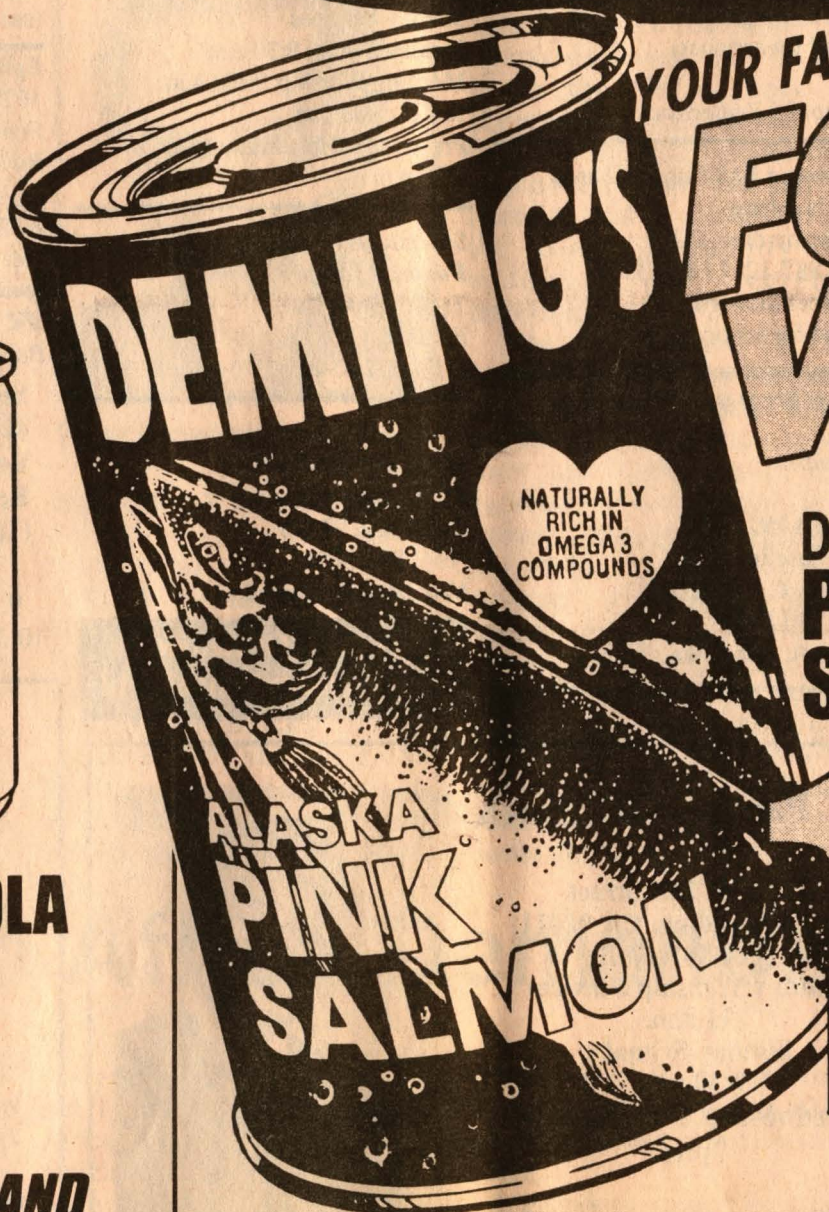
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DEMING'S
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SALMON

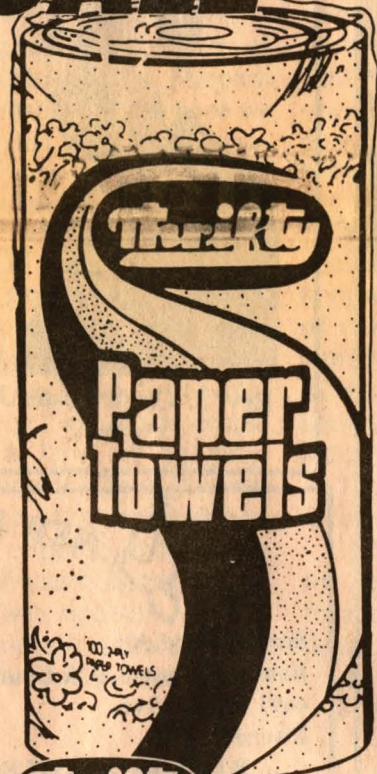
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SALE



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2 100
2 PLY
ROLLS

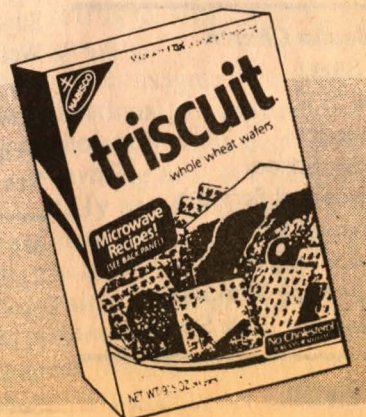


BUMBLE BEE
CHUNK WHITE TUNA
99c 6-1/2 OZ. ALBACORE
PACKED IN WATER
WHILE STOCKS LAST!

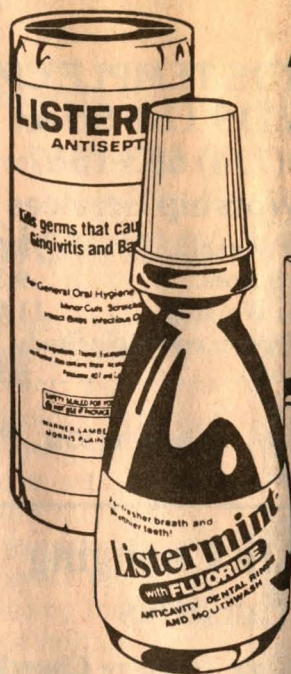


- Sweet Natural Corn, 12-Oz.
- Cream Style Corn, 17-Oz.
- Whole Kernel Corn, 16-Oz.
- Green Beans, Cut or French Style, 16-Oz.

S&W
CANNED VEGETABLES
2 100
FOR WHILE STOCKS LAST!

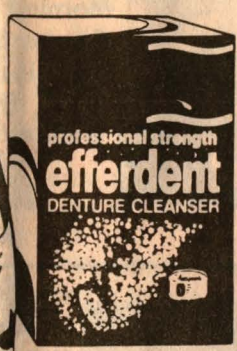


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SNACK CRACKERS
2 300 7-OZ. TO 10-OZ. EACH
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• Triscuit
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HELP SAVE OUR WILDLIFE
YOUR PURCHASE WILL HELP SUPPORT THE NATIONAL CONSERVANCY TO PRESERVE AND PROTECT OUR WILDLIFE

LISTERINE OR LISTERMINT
3 79 32-OZ. EACH

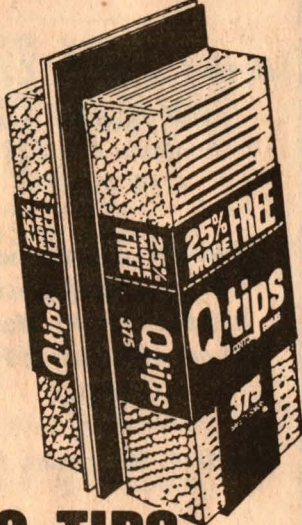


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SHAMPOO OR CONDITIONER
2 69 15-OZ. ASSTD FORMULAS

MOUSSE
OR HAIR SPRAY
2 29 8-OZ. ASSTD FORMULAS
• Mousse, 8-Oz.
• Hair Spray, 7-Oz.



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3 49 TWIN PACK
WHILE STOCKS LAST!
Total of 750 swabs.



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SEE THE WHITE PAGES OF YOUR TELEPHONE BOOK FOR THE THRIFTY OR THRIFTY JR. STORE NEAREST YOU

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Our Advertising Policy: If an item is not described as reduced or a special purchase, it may be at the regular price. A special purchase, though not reduced, is an outstanding value. Our intention is to have every advertised item in stock and on our shelves. If your local store should run out of any advertised item during the sale period, or should an item not arrive due to unforeseen circumstances, the store will issue a Courtesy Card (raincheck) on request for the item to be purchased at the sale price wherever available. This does not apply to clearance and close-out sales or to special purchases where quantities are necessarily limited to stock available.

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Community

The Black Voice News

Page B-1

Thursday February 21, 1991

San Bernardino And Riverside Black History Parade Winners

Winners Of the Riverside Black History Parade

SENIOR DRILL TEAMS
1ST PLACE- Pacesters
2ND Place- Watts Troopetts
3RD Place- Johnny Hi-Steppers

JUNIOR DRILL TEAMS
1ST PLACE- Watts Troopettes
2ND PLACE- Desert Highland Unity Center
3RD PLACE- Pride of Moreno Valley

ADULT DRILL TEAM
1ST Nicholettes - Mothers

PEE WEE DRILL TEAM
1ST PLACE- Ebony Elks

SCHOOL DRILL TEAMS
1ST PLACE - Inglewood High School
2ND PLACE- Locke High School

SENIOR DRUM SQUADS
1ST PLACE - Johnny Hi Steppers
2ND PLACE - Watts Troopettes
3RD PLACE- Pacesters

JUNIOR DRUM SQUADS
1ST PLACE - Desert Highland
2ND PLACE - Afro American Uniques
3RD PLACE - Perris Valley

MILITARY DRILL TEAMS
1ST PLACE -Norte Vista High School
2ND PLACE - Poly High School

MILITARY MARCHING UNITS
1ST PLACE - Norte Vista High School

MARCHING UNITS

1ST PLACE - St. James Sunshine Band
2ND PLACE - Sheik Temple Patrol

BANDS
1ST PLACE- Inglewood High School
2ND PLACE - Locke High School

DRUM MAJORS
1ST PLACE - Locke High School
2ND PLACE - Inglewood High School

TALL FLAGS
1ST PLACE- Locke High School

COLOR GUARDS
1ST PLACE-Norte Vista High School
2ND PLACE- Riverside Poly High School

ANTIQUE CARS
1ST PLACE Tom Wilson

DANCE GROUPS
1ST PLACE - Stratton Dancers
2ND PLACE- Bahai
3RD PLACE - Reid Park

CHEERLEADERS
1ST PLACE -Bryant Park
2ND PLACE - Reid Park

CAR CLUBS
1ST PLACE - Cousins Body Shop
2ND PLACE - First Impressions Car Club
3RD PLACE - Just A Taste Bass

CLASSIC CARS
1ST PLACE- Bobby Oliver
2ND PLACE - Louis Davison
3RD PLACE - Mackey Transmission

Installation of Officers and Awards Banquet Saturday, February 23, at the Holiday Inn Hotel located at 1200 University Avenue in Riverside.

No host cocktails will began at 6 p.m. and diner will promptly be served at 8 p.m. A dance will immediately follow the program with music by Latin Society. Tickets can be purchased for \$40 per person.

RIVERSIDE

Friday, February 22

- Black History Youth Showcase of Talent - \$5 Adults \$3 Students Ramona High School Call (714)369-1454 for information

Saturday, February 23

- Alex Haley, renowned African American literary writer, will speak at Loma Linda's Black Alumni's Annual Scholarship Banquet Saturday February 23 at 7 p.m. at Riverside's Raincross Square Convention Center.

The Afro-American Chamber Music Society and Vereen Dance Ensemble will perform.

Early tickets can be purchased for \$70 and \$75 for late tickets. Make reservations at the Student Affairs office at (714) 824-4510.

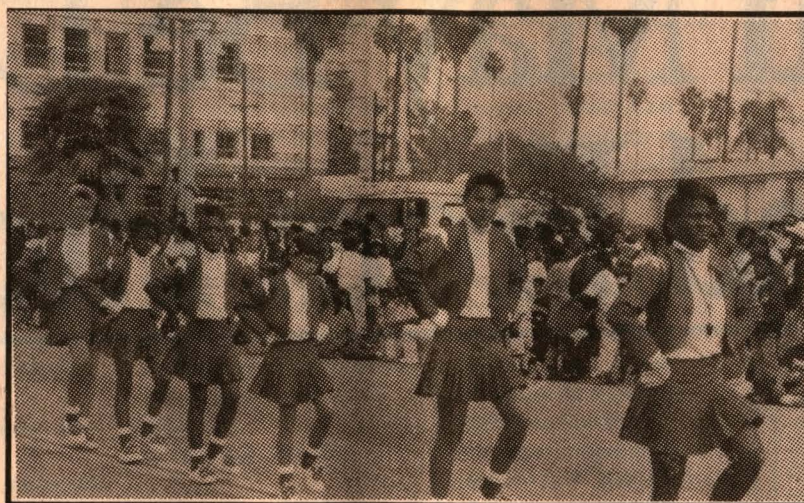
- Stratton Community Center Black History Program (Penn-sylvania Kansas) 10:00 AM

Thursday, February 28

- NAACP Riverside/Moreno Valley & NCNW Riverside Black College Reception 5:30 PM.

Saturday, March 16

- Black History Grand Finale Ball March AFB NCO Club April, 1991 6:30 P.M.
- Gospel Music Workshop



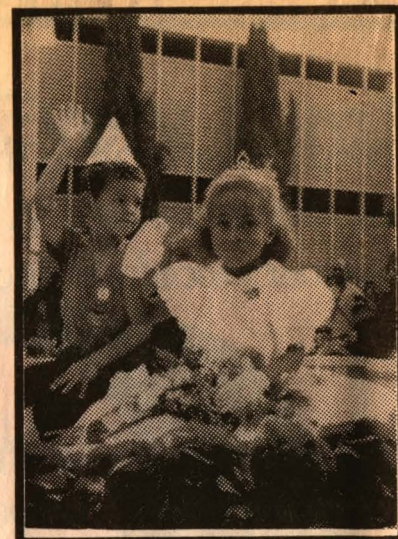
PRIDE OF MORENO VALLEY



PACESETTERS, S.B.



DESERT UNITY CENTER, PALM SPRINGS



NAACP CHILDREN



NAACP CHILDREN CIVIC/SERVICE FLOATS

1ST PLACE - Blacks in Corporate America
2ND PLACE - San Bernardino Valley College BSU

RELIGIOUS FLOATS
1ST PLACE - St. John Baptist Church

COMMERCIAL FLOATS
1ST PLACE - Just A Taste of Bass

YOUTH FLOATS
1ST PLACE - NAACP Childcare - Riverside
2ND PLACE - NAACP Headstart - Riverside
3RD PLACE - NAACP Headstart - Perris

God Save Our Troops

by: Margaret Hill

This is a list of the winners in the San Bernardino Black History Parade which was held Saturday, February 2, 1991. Some winners were incorrectly announced at the end of the parade route. We apologize for any inconvenience this might have caused you. For more information call 862-5432.

HIGH SCHOOL BANDS
1st: Eisenhower High School
2nd: Pacific High School
3rd: San Gorgonio High School

JR HIGH SCHOOL
1st: Arrowview Middle School
2nd: Shandin Hills Middle School

DRUM MAJOR - OPEN
1st: Eisenhower High School
2nd: Shandin Hills Middle School
3rd: Arrowview Middle School

DRUM SQUADS
1st: La Quineans
2nd: Ujima Village Stompers
3rd: Wilsonettes

HIGH SCHOOL DRILL TEAMS
1st: Eisenhower High School

NOVELTIES
1st: Sheik Temple Patrol
2nd: San Andreas High School
3rd: McDonald's Black Network

TALL FLAGS
1st: Eisenhower High School
2nd: Pacific High School
3rd: San Gorgonio High School

CIVIC/SERVICE FLOATS
1st California Lottery
2nd: Taste of Base
3rd SB Valley College BSU

JR DRILL TEAMS
1st Lethal Weapon
2nd Perris Valley High Steppers
3rd Palm Desert Highland

MARCHING UNITS
1st Norton AFB Youth Center
2nd Lankershim Elem School
3rd: Brownie Troop

RELIGIOUS FLOATS
1st New Hope M.B.C.
2nd Gospel Train Choir
3rd: St Paul A.M.E

YOUTH FLOATS
1st Cajon High School BSU
2nd Norton AFB Youth Center
3rd: Sierra High School

COLOR GUARDS
1st: Norton Air Force Base

DECORATED AUTO
1st Social-Lites, Inc.
2nd Swans Club
3rd American Cancer Society

ANTIQUE AUTO
1st- Tom Wilson Roadster
2nd- Cousins Body Shop
3rd City of Loma Linda Fire Truck

SENIOR DRILL TEAMS
1st: Ujima Village Stompers
2nd: Pacesters
3rd: Ebony Elks

Congratulations To All Winners

Community Calendar

S.A.T. PREPARATION CLASS AT RCC

A "S.A.T. Test Prepare-ation" is offered on the City Campus on March 2 and May 11 from 8:45 a.m. to 4 p.m. Former students have reported score increases of 100 points or more after one session.

The program fee is \$53 (\$50 if registered 48 hours in advance), and the class may be retaken for no additional charge. For more information call 684-3240, ext. 207 or 208.

"THE TRUTH ABOUT THE BIG LIE"

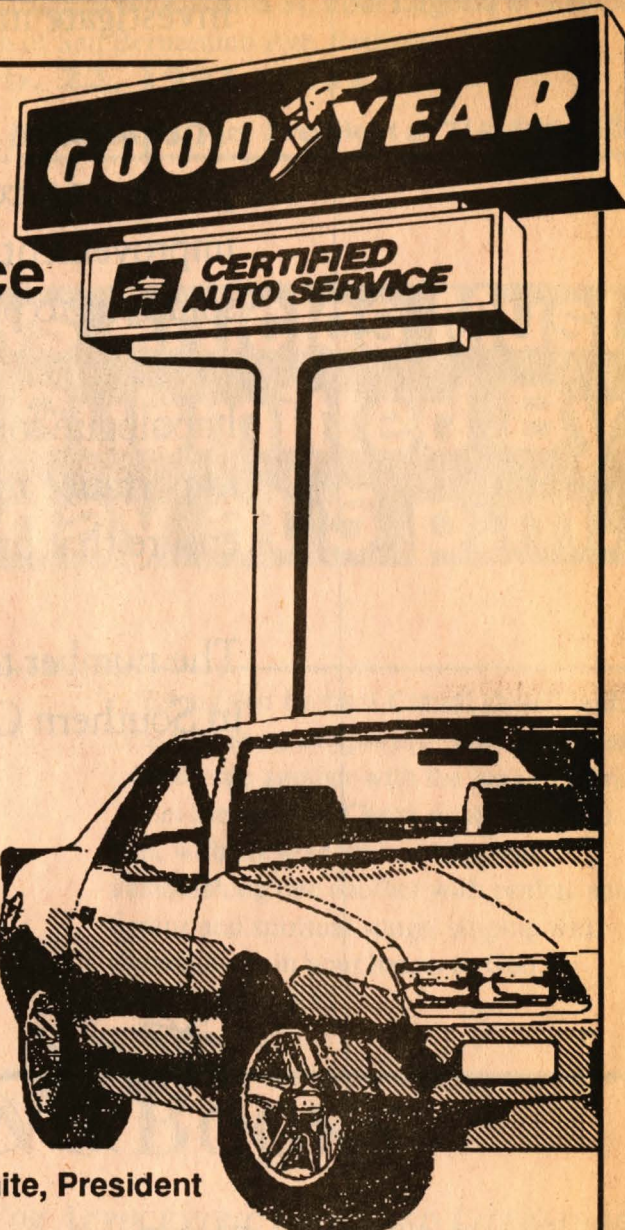
Dwight Pledger, author of "The Truth About The Big Lie," a new book that gives insight and points to a solution to our nations "Drug Crisis" will be featured at an Evans Bible and Gift Store 'Book Signing' Saturday February 23 12 p.m. to 3 p.m. Evans Bible and Gift Store is located at 1455 W. Highland Ave., Suite 114 in San Bernardino.

Along with Dwight will be the books editor, Paulette Brown, Alex Powell, cover designer, and a host of family members and friends mentioned in the book. The session will end with a prayer of deliverance calling on God to move in the lives of those still bond by a drug or alcohol addiction.

HISPANIC CHAMBER OF COMMERCE BANQUET

The Greater Riverside Hispanic Chamber of Commerce cordially invites you to attend the Twelfth Annual

The *best* tires
At the *best* price
& the *best* service
*Guaranteed**



James White, President

The best prices on the best tires with the best service guaranteed? Its all at my Goodyear Certified Auto Service Centers.

We will beat anyone's price on Goodyear tires and our Certified Mechanics will have your car ready at the time promised or you next

lube, filter and oil change is free.

So the next time your car needs tires service or repair - Come see us.

Goodyear Certified Auto Service Centers Inland Empire Tire, Inc

<p>\$69.95 per axle Brake Special</p>	<p>Service includes:</p> <ul style="list-style-type: none"> • Replace pads and shoes • Repack bearings on non drive axles • Resurface/drums/rotors • Inspect callipers, Wheel Cylinders & hydraulics • Adjust and road test 	<p>\$15.88 Most cars and light trucks Lube Oil & Filter</p>	<p>Offer includes:</p> <ul style="list-style-type: none"> • Drain oil & replace up to 5 qts/30wt. • FREE - 12 pt. vehicle inspection • FREE - 4 tire rotation • Install new filter • Lubricate chassis
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2 LOCATIONS TO SERVE YOU COME SEE US TODAY

3553 Merrill Ave
Riverside CA 92506

ASK ABOUT OUR
NATIONWIDE
SERVICE WARRANTY

5520 Van Buren Blvd
Riverside CA 92503

1-800-69-TIRE1

1-800-69-TIRE2

You May Be Due A Refund From Pacific Bell

P. J. Quigley
President and
Chief Executive Officer

PACIFIC  BELL®
A Pacific Telesis Company

Dear Pacific Bell Customer,

Pacific Bell service representatives have made us aware that some customers have been billed late payment charges when the delay was in fact our fault.

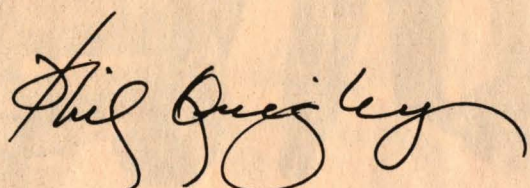
The vast majority of our customers were not affected. But some customers who sent payments in envelopes other than those supplied by Pacific Bell may be due a refund. We estimate that is less than one percent of the 400,000 bills we receive daily.

If you believe you may have been charged for late payment in error, please call and we will investigate immediately.

The problem has now been corrected. We have added enough staff so that all customer payments received on time are processed before late fees are assessed. A special quality improvement team has been formed to further refine our procedures and recommend fail-safe solutions to prevent any recurrence.

I apologize for any inconvenience this mistake may have caused. Our reputation is of great importance to us. I commit to you, our valued customers, that we are sparing no resources to ensure that problems such as this will not happen again.

The number to call, toll free, if you think you may have a refund coming is 1-800-652-1420 in Southern California, from 8 AM – 8 PM, Monday through Saturday.



Phil Quigley
President/Chief Executive Officer
Pacific Bell

Legals

The Black Voice News

Page B-3

Thursday February 21, 1991

FICTITIOUS BUSINESS NAME STATEMENT

The following person(s) is (are) doing business as: **GOLDEN RULE REALTY** 5009 Golden Ave. Riverside, CA 92505

Isabel Arteaga 5009 Golden Ave. Riverside, CA 92505 This business is conducted by an individual. This registrant commenced to transact business under the fictitious business name or names listed above on 12/1985

/s/Isabel Arteaga The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under federal, state, or common law (sec. 14400 et. sec. b & p code). Statement filed with the county clerk of Riverside County on January 28, 1991.

I hereby certify that this copy is a correct copy of the original statement on file in my office. William E. Conerly, County Clerk B. Herman, deputy File No. 910705 /p/1/31,2/7,14,21,1991

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

To Whom It May Concern: John Victor Berdains & Demetrius Harakas are applying to the Department of Alcoholic Beverages Control to sell alcoholic beverages at 7050 Magnolia Ave., Riverside, CA 92506 with On Sale Beer and Wine Public Eating Place licenses.

February 21, 1991

FICTITIOUS BUSINESS NAME STATEMENT

The following person(s) is (are) doing business as: **SYNERGY AND FUTURE VALUE INVESTORS** 23584 Bay Ave. Moreno Valley, CA 92388

Oscar Pender, Jr. 23584 Bay Avenue Moreno Valley, CA 92388

Eric Stephen Pender 23584 Bay Ave. Moreno Valley, CA 92388

Ethel Mae Pender 23584 Bay Avenue Moreno Valley, CA 92388

Regina Lenore Pender 23584 Bay Avenue Moreno Valley, CA 92388

Kelwyn Oscar Pender 23584 Bay Avenue Moreno Valley, CA 92388

This business is conducted by a General Partnership. This registrant commenced to transact business under the fictitious business name or names listed above on N/A.

/s/Oscar Pender, Jr. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, or common law (sec. 14400 et. sec. b & p code) Statement filed with the county clerk of Riverside County on January 14, 1991.

I hereby certify that this copy is a correct copy of the original statement on file in my office. William E. Conerly, County Clerk File No. 910357 /p/2/7,14,21,28,1991

FICTITIOUS BUSINESS NAME STATEMENT

The following person(s) is (are) doing business as: **SOURCE 1** 2787 West Bullard Avenue, Suite 101 Fresno, CA 93715

WESTERN FARM SERVICES INC Delaware This business is conducted by an Corporation. This registrant commenced to transact business under the fictitious business name or names listed above on 5/85

/s/Herman T. Wilson, Jr. President

The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the right of another under federal, state, or common law (sec. 14400 et. sec. b & p code). Statement filed with the county clerk of Riverside County on January 25, 1991.

I hereby certify that this copy is a correct copy of the original statement on file in my office. William E. Conerly, County Clerk B. Herman, deputy File No. 910694 /p/2/14,21,28, 3/7,1991

SUPERIOR COURT OF CALIFORNIA, COUNTY OF RIVERSIDE

CASE No. 209647 Order To Show Cause In re the change of Name of Mathew Richard Changolla Petitioner, Kameron Palmer, has filed a petition with this court for an order changing the applicants name from Mathew Richard Changolla to Mathew Richard Gene Palmer.

It is ordered that all persons interested in the above-entitled matter appear before this court on March 8, 1991 at 8:30 a.m. in

Department Law & Motion, located at D/11 4220 Main Street, Riverside, CA 92501 and show cause, if any, why the petition for change of name should not be granted.

It is Further ordered that a copy of this order to show cause be published in Black Voice a newspaper of general circulation published in Riverside County, California, once a week for four successive weeks prior to the date set for hearing on the petition. Dated January 28, 1991 J. Bawal /p/ 2/7,14,21,28/1991

Requesting sub bids MBE/WBE Alabama Street Improvements - County of San Bernardino Bids 2/22/91.

Match Corporation P.O. Box 50,000 San Bernardino, CA 92412 (714)877-2100 Fax (714)824-2360 February 21, 1991

REMOVE NEGATIVES FROM YOUR CREDIT. Let us assist you in removing negatives from your TRW Report 100% Guaranteed and legal. Call 425-0520. 2/14,21,28,3/7 1991

ORDER FOR PUBLICATION OF SUMMONS OR CITATION

CASE NUMBER D98778 Superior Court of California, County of Riverside Family Law In Re The Marriage of Petitioner: Georgene Lull and Respondent: Harry Dale Lull

Upon reading and filing evidence consisting of a declaration as provided in Section 415.50 CCP by Georgene Lull, and it satisfactorily appearing therefrom that the defendant, respondent, or citee HARRY DALE LULL, cannot be served with reasonable diligence in any other manner petition that a good cause of action exists in this action in favor of the plaintiff, petitioner, or citee therein and against the action or that the party to be served has or claims an interest in, real or personal property in this tate that is subject to the interest in such property: NOW, on motion of Petitioner, In Pro Per Attorney(s) for the Plaintiff(s), Petitioner(s), or contestant(s), IT IS ORDERED that the service of said summons or citation in this action be made upon said defendant, respondent, or citee by publication thereof in The Black Voice a newspaper of general circulation published at Riverside, California, hereby designated as the newspaper most likely to give notice to said defendant; that said publication be made at least once a week for four successive weeks. IT IS FURTHER ORDERED that a copy of said summons or citation and of said complaint or petition in this action be forthwith deposited in the United States Post Office, post-paid, directed to said defendant, respondent, or citee if his address is ascertained before expiration of the time prescribed for the publication of this summons or citation and a declaration of this mailing or of the fact that the address was not ascertained be filed at the expiration of the time prescribed for the publication.

Dated/ January 31, 1991 Carver Honn, Judge P/2/21,28,3/4,11,1991

AFFIRMATIVE ACTION OFFICER

\$4,608-5,758

University of California, Riverside seeks an individual to coordinate a campus-wide academic and staff Affirmative Action Personnel Program. Supervises the preparation of academic and staff analyses related to monitoring campus affirmative action progress and interprets these analyses to the deans and vice chancellors. Investigates and attempts to mediate affirmative action complaints. Advises the Chancellor regarding general and specific affirmative issues. Advises appropriate vice chancellors regarding affirmative action dimensions of staff and academic employment policies and practices and in the revision and implementation of the campus Undergraduate and Graduate Student Affirmative Action Programs. Services as sexual harassment complaint resolution officer.

Minimum requirements: Bachelor's degree in a related field; effective written and oral communication skill; demonstrated knowledge of state and federal laws, rules and regulations regarding affirmative action; successful experience in mediating and resolving employment complaints and grievances; experience analyzing and interpreting statistical analyses related to employment; demonstrated commitment to the objectives of equal opportunity and affirmative action; experience working with affirmative action in a college or university setting. Desired qualifications include experience as an affirmative action officer or as an associate or assistant affirmative action officer; experience working with state or federal affirmative action compliance agencies; legal or paralegal training; supervisory experience; experience working with community groups committed to advancing affirmative action; and advanced academic degree(s). This position is open until filled; applications reviewed beginning March 13, 1991. Submit application or resume to:

University of California
Staff Personnel Office
1160 University Ave.
Dept. B0237
Riverside, CA 92521

The University of California, Riverside is an Affirmative Action/Equal Opportunity Employer. Applicants are particularly encouraged from women, minorities, handicapped individuals, lesbians, gays, bisexuals, Vietnam era veterans, Disabled veterans, and individuals over the age of 40.

ANIMAL LICENSE INSPECTOR

\$6.35 PER HR. (INSPECTOR) \$7.43-8.19 PER HR. (LEAD)

Temporary (3-4 mo.) positions. Inspector requires H.S. grad. & 6 mo. full time exp. in public contact work. Lead Animal License Inspector requires H.S. grad. & 2 yrs. full time exp. in house-to-house canvassing work, or 1 yr. as an Animal License Inspector. Apply by 2/27/91.

CITY OF RIVERSIDE

Personnel Department
4075 Main Street,
Suite 100
Riverside, CA 92501
AEO/AE/M-F

SILVIA
CONSTRUCTION
INC.

Request Sub Bids On All Trades

Phone #: 714 -949-1127 Fax #: 949-9679
2209 Arrow Rte, Upland, CA 91768

Project: San Bernardino Dept. of Transportation/Flood Control
Location: Construction on Alabama St. from Lugonia to 400 feet south of San Bernardino Ave. Redlands Area
Bids Due: Feb. 22, 1991 by 11 a.m.
Contact: John Nortardono, Vice President at 714 -949-1127

News Articles Must Be Submitted By Friday at 5 p.m.

through them with you. MT. Rose From Page 6

So exercise your faith and trust in the Lord with everything you do then you will make your way prosperous. Scriptures given: Romans 12:1-2, Lev. 20:7, Lev. 11:44-45, 1 Peter 1:13-16, 2 Cor. 6:13-18, Matt 5:13-14, 1 Cor. 3:16, 1 Cor. 6:13-20, Col. 3: all, Romans 6:11-13 & 16, Romans 1:21-28, Ephesians 5:16.

Evangelist Barbara Carroll closed with a beautiful song and prayer. The congregation greeted one another with the love of Christ.

Let the word of Christ richly dwell within you, with all wisdom teaching and admonishing one another with psalms and hymns and spiritual songs, singing with thankfulness in your hearts to God.

Colossians 3:16
Amen

BROWN'S BOOKS

THE INLAND EMPIRE'S SOURCE FOR AFROCENTRIC BOOKS AND LITERATURE

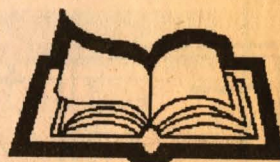
CARTER G. WOODSON - THE MISEDUCATION OF THE NEGRO
HAKI MADHUBUTI - BLACK MEN - OBSOLETE, SINGLE, DANGEROUS ?
W.E.B. DuBOIS - THE SOULS OF BLACK FOLK
MALCOLM X - MALCOLM X SPEAKS
MAJORIE AGOSIN - WOMEN OF SMOKE (LATIN AMERICAN WOMEN IN LITERATURE)
JAWANZA KUNJUFU - COUNTERING THE CONSPIRACY TO DESTROY BLACK BOYS
DEVELOPING A POSITIVE SELF IMAGE
MOTIVATING AND PREPARING BLACK YOUTH THE WORK
JULIA AND NATHAN HARE - CRISIS IN BLACK SEXUAL POLITICS
THE ENDANGERED BLACK FAMILY
DR. BOBBY WRIGHT - THE PSYCHOPATHIC RACIAL PERSONALITY
PULITZER PRIZE WINNER ALICE WALKER - THE COLOR PURPLE AND THE TEMPLE OF MY FAMILIAR
PULITZER PRIZE WINNER TONI MORRISON - BELOVED AND SONG OF SOLOMON
THE FIRST NOVEL BY A BLACK AMERICAN HARRIET WILSON - OUR NIG
DWIGHT PLEDGER - "THE TRUTH ABOUT THE BIG LIE"
BOOKS FOR CHILDREN ON FAMOUS AFRICAN AMERICANS, AND AFRICAN CULTURE
CARDS - 1991 CALENDARS AND MORE.....

HOURS:

3:00 P.M. TO 7:30 P.M. MONDAY THRU FRIDAY
10:00 A.M. TO 3:00 P.M. SATURDAY

WE CAN ORDER ANY BOOK YOU WANT
JUST CALL US !!!!!

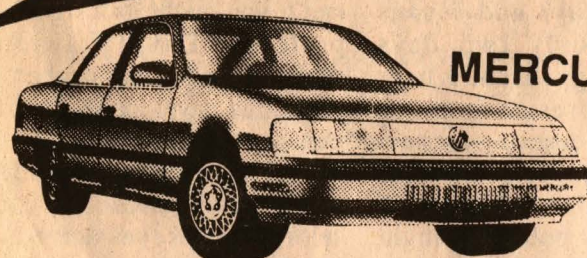
ALLOW 7 TO 10 DAYS FOR DELIVERY



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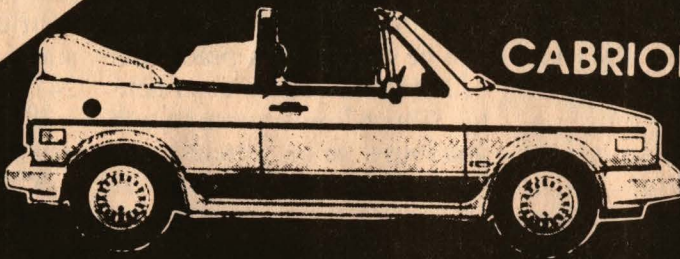


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All prices plus tax, license, doc. & smog fees. All prices include all factory incentives & rebates.

Classified

The Black Voice News

Page B-4

Thursday February 21, 1991

Automobiles

GOVERNMENT SEIZED vehicles from \$100. Corvettes, Chevys, Porsches, and other confiscated properties. For Buyers Guide (800) 772-9212 ext 4070. Also open evenings & weekends. 2/14,21,28,3/7/1991

House For Sale

North Fontana Home 1600 sq. ft. two story 4 br. 3 ba. many upgrades won't last for this price \$153,900 (714) 822-7575 2/14,21,28,3/7/1991

Business Opportunities

REAL ESTATE INVESTMENT TRAINING

No matter where you are in life one instructor teaches you how to become financially successful through real estate investments. (714) 425-0520 2/14,21,28,3/7/1991

EARN MONEY

Reading books! \$30,000/yr Income potential. Details. (1) 805 962-8000 Ext. Y-22077 2/7,14,21,28, 1991

Employment Opportunities

ENERGY INSTALLER \$7/hr. Requires: exp. in general bldg. maintenance and repair, including some exp., in the installation of conservation/weatherization devices. Apply by 3/4/91.

City of Riverside
4075 Main Street
Riverside, CA 92501
(714)782-5571
AEO/AEE/M-F

TUTOR NEEDED

A tutor is needed in Algebra II for high school student. Please call (714)780-1739 evenings.

Personals

Above All Else To Thine Own Self Be True

Shakespeare's words challenge us to examine our inner self and overcome the obstacles we place before us in our pursuit of intellectual, emotional and physical fulfillment.

Are you a female who is mentally and physically true to yourself? Are you, 20 - 35 years old, single, attractive and slim.

Would you like a relationship with a single, Black, attractive, 31 year old professional man?

Send a recent photo, letter and phone number to The Black Voice News ATT: Personal CDM, P.O. Box 1581, Riverside, CA 92502. pTFN

Bad Credit?

Learn Exactly How To Fix Your Credit Report - Get Loans - Credit Cards, etc. Amazing Recorded Message Reveals Details (714)424-3195, ext. 10.

Instruction

Piano lessons available for individual instruction and small classes now forming - evenings. Instructor has 16 yrs exp serious students only call 788-7919.

WOMEN'S GROUP FORMING

Relationships suffering? Feeling overwhelmed?

Needing some support?

Creative Counseling Ministries is offering a therapeutic support group - "Woman to Woman," Thursday 7:30 - 9:00 p.m. in its New Riverside office.

This group addresses issues of Codependency, dysfunctional relationships, and breaking free from compulsive behaviors. Come learn to be the woman God created you to be.

For more information contact: Roslyn Turner Clark, Creative Counseling Ministries (714)683-8484. 2/14,21,28,3/7/1991

REMOVE

NEGATIVES FROM YOUR CREDIT. Let us assist you in removing negatives from your TRW Report 100% Guaranteed and legal. Call 425-0520. 2/14,21,28,3/7/1991

Letters to the Editor

From Page A-2

Saddam Hussein, even though it was U.S. intervention that sent oil prices skyward by raising the pros of generalized hostilities.

As an additional 250,000 troops were earmarked for the gulf and the likelihood of hostilities grew, it became evident that the "peace dividend" anticipated by the end of the Cold War had not only vanished, but that expanded Pentagon budgets were a real possibility. In no

small way, Saddam Hussein's picture should be hanging from every corporate flagpole in the U.S. defense sector.

In addition, the Iraqi invasion of Kuwait didn't occur in a vacuum in terms of the dynamics of Mideast political and economic relations.

Kuwait is a former province of Iraq, and it was the British who drew the political boundaries in the region.

Kuwait also was following oil policies that were economically damaging to Iraq and several other oil-producing nations. These policies provided Hussein with a pretext for military action when the leadership of Kuwait would not respond to his political demands.

Shortly before the invasion, Hussein

received what he may have interpreted as a green light from the American government. Washington stated that an invasion of Saudi Arabia (mention of Kuwait was conspicuously absent) would be destabilizing and meet with a U.S. response, but that otherwise we weren't interested in meddling in inter-Arab disputes.

Also, until the invasion of Kuwait, substantial economic aid had been flowing from Washington to Baghdad. Thus, generally amicable political relations between the United States and Iraq, combined with no sign of American opposition to aggression against Kuwait may have convinced Hussein that he could get away with military action.

The final piece in the jigsaw puzzle is the fact that the Iraqi invasion and the subsequent U.S. intervention (with several other nations trailing far behind) occurred in a new international environment characterized by the end of the

Cold War. Were the Cold War still on, it's difficult to conceive of the Soviets standing by and allowing massive U.S. military activity near its borders.

With the current fragmentation of the U.S.S.R. and the inward posture of Soviet policy makers, however, the U.S. had a free hand to reassert itself as the surviving superpower. It is this reassertion of American hegemony that is the key to under-

standing President Bush's vague description of a "new world order." What he really means is that with the Soviet Union off the world stage, America is the undisputed kingpin—and kingmaker. Thus, be on the lookout for more Saddam Husseins and Manuel Noriegas in the future—along with more \$300 billion-plus defense budgets to deal with them—while domestic conditions worsen and the international competitiveness of American business continues to decline. This is not to conclude that U.S. intervention is wrong or somehow immoral; the majority of world opinion would undoubtedly agree that the invasion of one sovereign nation by another cannot be tolerated. It does suggest, however, that American actions are not inevitably moral and are certainly more self-interested than they are generally acknowledged to be. Most importantly, current events cannot be understood without examining the forces that produced them and considers the winners and losers in the United States, in the Middle East and in a world of competing nation-states.

Marc T. Jones is an assistant professor of management and international business at California State University, San Bernardino. He also is a former consultant to the Navy Department.

Black Men Die

Continued from Page A-6

cause of the continuing killing of African Americans. Even the physical size of African Americans is offered up as a singular cause of early death. Government statistical research indicates that almost half of African American women and a third of African American men are at least 20% over normal body weight compared with about one-fourth of white men and women.

The aerobic work-out rooms, luxury resort vacations and country club pools and golf courses can make a difference. Another difference is the near doubling of "out of pocket" healthcare expense since 1977. The combination of the increased cost for healthcare for the elderly et al, combined with a decrease in the income of the average African American male is a major contributor to the cutting down of his life expectancy. Positive economic and education programs are needed for African Americans and not anti anything apartheid.

Beautillion Ball

From Page A-3 gifts, awards and scholarships are presented to these young men along with a cultural trip to "Sir Knight" the young man who has distinguished himself throughout the Beautillion season.

This years Beautillion Ball will be held at 8:00 pm on March 23, 1991 in San Bernardino, Ca. for more information call 889-9032 or 820-1227.

The Social-Lites, Inc. would like to take this opportunity to thank you our public, community and supporters for your continuous support and contributions in making our endeavors a success. We will strive to continue their efforts to "BELIEVE AND ACHIEVE".

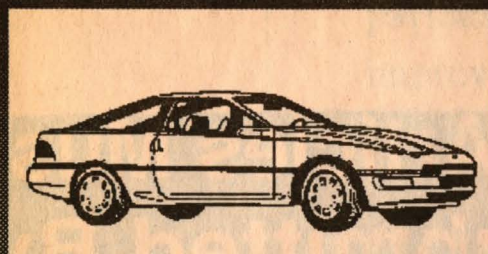
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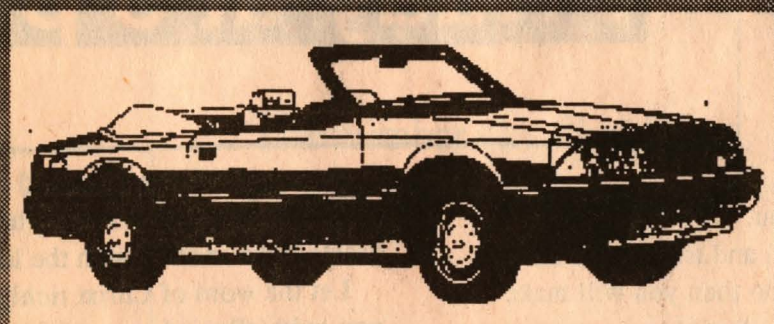
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GT Convertables

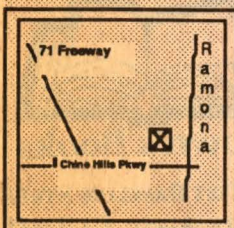


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Vasconcellos Spoke

Continued from Page A-1

pledging his partnership with the state's 107 community colleges, Vasconcellos favored "finding more taxes, not making cuts to help the ailing budget. He said he would prefer cuts in higher education rather than to early childhood education or food assistance. "I would not care for cutting the food stamp program," he said. "If a student is starving he or she is not a good learner." Despite his frustration, this 12-term-veteran of numerous budget wars at the state capitol showed the determination that inspired Assemblyman Jerry Eaves to introduce him as "the Johnny Appleseed of Self-Esteem." Eaves, an SBVC alumnus from Rialto, was a co-sponsor with the college of Vasconcellos' appearance. Sen. Ruben Ayala and Marta Macias Brown, wife of Rep. George E. Brown, were among those on the stage with representatives of SBVC and CRAFTON HILLS College, Yucaipa. Vasconcellos, said that four realities, while bleak, must be recognized as challenges: 1) Prop 130 "is devastating the capitol," with its cuts of funding and staff; 2) The state budget is \$7 billion to \$10 billion short of funding the current level of services; 3) The recession is here—"worse than expected and deeper than anyone predicted," and, 4) "The war—can we afford a billion dollars a day when we can't feed the people at home?" Yet, the California native exclaimed, "What a glorious place and people we are!" He asked his listeners to address the current historical chal-

lenges with integrity, immediacy and generosity in the state's multicultural democracy—across lines of race and gender.

Energetic and wiry, the 58-year-old old chairman of the Assembly Ways and Means Committee only two days before his appearance here threatened to resign from the Legislature in despair over having to lay off 14 members of his legislative staff as the effects of Prop 130 took hold. The night before his Valley College talk on the budget, self esteem, cultural diversity and college reform, he decided to stay on.

On college reform, he said that AB 1725, the historic "Magna Carta for community colleges" which he wrote, puts the ball in the colleges' court regarding shared governmental power.

"You've committed yourselves to the community," he said. "Help this college become more than it has been, so that it can be a beacon, a place that calls forth, from the community... This bill was meant to turn you loose...to be present in the lives of people who want to learn." At the same time, he

warned against naivete about "pervasive sexism and racism in our lives." Instead, he said, the college is to be a model. "Every one of us has a moral obligation to be...comfortable with people who are not like us. If you can't, you ought to resign." Art professor David Lawrence reported on "an atmosphere of trust" that developed in the district's two colleges as a result of AB 1725. English professor Abelardo Villarreal and counselor, Frank Reyes agreed but said there is still a struggle for ethnic representation. Vasconcellos gave figures indicating that in nine years California will no longer have a white majority. He said, "We so much need each other. Those with power need to relax and trust." He said that by the year 2000 "persons of color will be vast. If they are not educated, we won't have a future. Anyone who doesn't believe in it should leave the state." The college district's public broadcasting station, KVCR-TV (Channel 24), will include an interview with Vasconcellos by anthropology professor

Robert Turley on "College CloseUp" at 7:30 p.m., Feb. 26.

The Black VOICE News

The Inland Empire News in Black and White

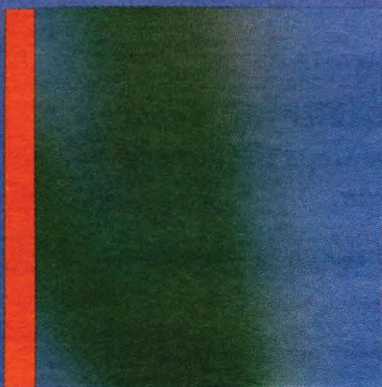
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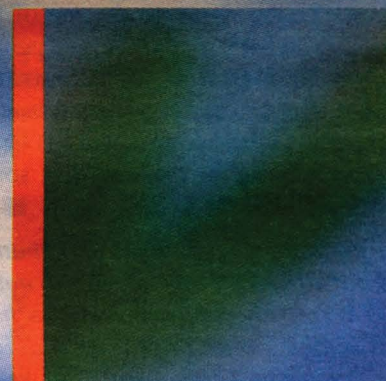
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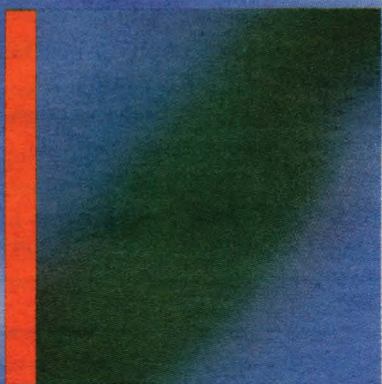
Freedom From




Smoking



For You And Your Family



Join the KNBC, TVChannel 4 News Team beginning February 18, on the 4 pm news, for a 7-part series, "Freedom from Smoking for You and Your Family."

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Freedom From Smoking® For You And Your Family

This guide — YOUR GUIDE — is to help you quit smoking.

Your guide was planned so that you can use any part that interests you. Some people use all the steps of the guide. Some people use only a few steps that apply to their greatest needs. Only you know which part is best for you.

In going over just this much of your guide, you have already taken a big step toward quitting!

Introduction

This part of your guide talks about reasons people decide to quit smoking. We will ask what your reasons are.

This part is for everyone—even if you're not ready to quit smoking.

We Quit! You Can Too!

Congratulations! You're about to do one of the best things you can do for yourself and the people around you: Stop smoking. This guide is written with the expertise of the American Lung Association—an organization with a long history of helping smokers kick the habit. Here's what some successful quitters said:

"I thought quitting was just mind over matter. But I found out different. I learned how to quit. I learned how to keep my mind off cigarettes, how to keep from smoking when I'm with friends and how to stay calm. You know what? This time I stopped for good."

"A good thing about this guide is that it showed me things I could do instead of smoking that helped me kick the habit for good."

Before you quit smoking, you need two things. First, you need to make up your mind that you *really want to quit*. Second, you need to find the best way to quit — a way that fits with *your* needs, *your* lifestyle and *your* smoking habit. If you tried to quit before and went back to smoking, don't give up. Many people try a few times before they quit for good. This guide will help you get ready to quit.

The rest of this Introduction chapter covers some reasons why quitting smoking is one of the best things you can do for yourself. This chapter also asks you what *your* reasons for quitting are.

You are now on your way to a smoke-free you and a smoke-free family. It will be a better life for you and the people close to you.

How Your Smoke Hurts Others.

Tobacco smoke contains about 4,000 chemicals, of which 200 are poisons. They include DDT, ammonia, arsenic, benzene, formaldehyde and

carbon monoxide. Studies now show that cigarette smoke is *harmful* to everyone who inhales it — not only to the smoker. Exposure to a family member's smoking can cause disease, including lung cancer, in healthy nonsmokers.

Children with parents who smoke may be sicker. They get more chest colds, flu, ear infections, bronchitis and pneumonia. They're more likely to be hospitalized during the first two years of life. They may be smaller and their lung development may be slower. Smoking by pregnant women increases the risk of low birth weight, miscarriage and death for newborn babies.

Smoking hurts everyone in the family. Quit smoking and you'll get rid of your family's greatest source of exposure to smoke. And you're setting a healthy example for your family — a child's chances of becoming a smoker are much greater if a parent smokes. A smoke-free family is a healthy family.

What Happens To Your Body When You Quit Smoking?

As a smoker, your risk of serious illness is much greater than that of nonsmokers. You're more likely to get heart disease, emphysema and lung cancer. Maybe, you think smoking hasn't hurt you yet. Take a look around. You probably get more colds and flu and find they last longer than those of nonsmokers. If you cough up sputum, your lungs are already hurting. It's not too late to stop! *Quitting* smoking greatly reduces your risks. In fact, for many problems, the risk goes back down to the risk of nonsmokers within five years of quitting.

You're going to feel better within two weeks of quitting. You'll find your energy going UP. You'll find yourself becoming less "stressed" because you'll be breaking your nicotine habit. You'll do more of the things you enjoy. Just ask people who have quit.

Good Things Happen When You Quit

You will have more energy.

- Toxic gases will no longer make your eyes water or irritate your nose and throat. Your smoker's cough will go away.
- You will be less likely to develop deep lines around the corners of your mouth and eyes.
- You reduce your risk of oral cancer and esophagus cancer.
- You reduce your risk of infertility.
- If you are a woman using "the pill," you reduce your risk of stroke.
- Your sense of taste and smell will improve.
- You reduce your risk of getting colds, flu and bronchitis.
- Quitting smoking also reduces your risk of developing high blood pressure, heart disease, emphysema, lung cancer, and bladder cancer.

Your Reasons For Quitting

Sure, you may want to quit smoking. But it's good to think about your reasons for quitting. Then, if things get tough later, you'll remember why you're quitting and you'll be able to fight the smoking urge. Check off the reasons you want to quit. If you don't see your reasons, write them at the bottom of the page.

- ☐ For my health—to lower my chances of lung cancer, heart disease and other serious illnesses.
- ☐ So my family will be healthier.
- ☐ I want to be in control of my life.
- ☐ So I won't smell of cigarettes and my teeth won't be yellow.
- ☐ To set a good example for my family.
- ☐ Out of respect for my body.
- ☐ So I'll feel better—I won't cough so much and I'll have more energy.
- ☐ Smoking is a waste of money.
- ☐ My other reasons to quit:

The more you want to quit the easier it will be. If you really want to quit smoking, it's time to move to the next chapter.

DAY 2



Removing Roadblocks

This part of your guide gives ideas for getting around roadblocks to quitting.

This is for those of you who want to quit smoking but need to clear away any problems before they start. Remember to contact your local American Lung Association for extra advice.

Your Quitting Roadblocks

Don't blame yourself because you haven't already quit. Many smokers haven't quit because there's something holding them back. Here are some of the roadblocks that keep people from quitting. Check off those that are holding you back. Then, learn how to clear them away.

■ I'll gain too much weight.

Some people do gain weight when they stop smoking, others even lose weight. With some planning and work, you can avoid a weight gain. Pages 8 and 11 give tips on how to keep from putting on extra pounds when you quit.

■ I've already cut down—I don't need to quit.

Good. You've gotten started! Now, finish the job by quitting. Smoking in any amount hurts your health.

■ My friends will make it hard for me to quit.

It is harder to stop if your friends smoke. Learn how to get people to help you (page 6) and how to say "no" (page 11). It'll be easier to quit.

■ There's too much going on in my life.

Let's face it. We all have problems. There is no perfect time to quit. The best time to quit is NOW!

Page 8 gives ideas on how to deal with stress, anger and other feelings.

■ I wouldn't know what to do without a cigarette.

If you're one of those people who likes the feel of a cigarette and would be lost without one, you'll find some tips on page 5.

■ I don't have the willpower to quit.

Yes, you do! Every smoker can quit. Making the decision to quit will make it easier for you to stop. Millions of people have quit. There are more ex-smokers and nonsmokers than smokers in the U.S. today. This guide will help you become an ex-smoker too!

■ I'll get too uptight.

Some smokers say smoking calms them. In fact, smoking is really a stimulant. So, it revs you up. There are lots of better ways to calm down. One of the best ways is to Relaxercise. Column 3 on this page will show you how.

Now the you've found out about your roadblocks,

you're ready to start getting rid of them. You can do it! Two things can help you deal with most of the roadblocks at once. Exercise can help you keep from gaining weight, and help you stay calm and keep busy. Doing a Relaxercise can help you stay calm and deal with stress. Get started on exercise and Relaxercise NOW!

Exercise...A Miracle Drug For Quitting Smoking!

"Walking quickly for 20 minutes made me feel stronger. I added 10 minutes when it felt right. I got faster — from one mile in half an hour to two miles in 40 minutes. Doing this three or four times a week, I started to lose weight. I kept busy too. It made it easier to stay off cigarettes."

"Exercise helped me to lose weight and get my mind off smoking."

What kind of exercise is best? Walking is perfect. Work up to two miles in 45 minutes. Swimming, biking, jogging, aerobics—anything *brisk* and *steady* that you like and can do for at least 10 minutes at a time, then 20 minutes, and then 30. Do it at least three times a week.

Find out what kind of exercise is right for you. Circle the one statement that most describes you:

Statement 1:

I get at least 20 minutes of fast exercise three to five times each week. It causes me to be mildly out of breath.

If this is you, keep up the good work. It will help you fight the urge for cigarettes and keep the pounds off, too. (If this isn't you, go on to Statement 2.)

Statement 2:

Although I get little exercise, I know I'm healthy. I'm under 60, I don't have painful joints, heart problems, high blood pressure, or a family history of heart disease or joint problems.

If this is you, then it's time to start getting moderate exercise to make sure you can fight the urge to smoke. You'll control your weight, too. (If this still isn't you, go on to Statement 3.)

Statement 3:

I don't get much exercise; I'm over 60; I have joint pain or joint problems; I have frequent dizziness or

fainting; I have high blood pressure; there is a history of heart problems in my family.

If any part of Statement 3 fits you, STOP. See your doctor before you exercise. Your doctor can give you the best advice about what kind of exercise is good.

Relaxercise...A Good Way To Stay Calm

By doing a Relaxercise when you feel tense, you can relax without smoking. It'll also help when you're bored. Here's how to do it:

- Think about something that makes you feel good.
- Relax your shoulders. Close your mouth. Inhale slowly and as deeply as you can. Keep your shoulders relaxed.
- Hold your breath while you count to four.
- Exhale slowly, letting out all of the air from your lungs.
- Slowly repeat these steps five times.

Do the Relaxercise at least once every day from now on. Do it more often once you stop smoking.

"At first, I thought the Relaxercise was silly. And it felt strange at first. But after awhile it was natural. It works! Do it when you feel an urge to smoke. It will make you feel better!"

Are You Addicted to Cigarettes?

Are you afraid that you are addicted to cigarettes? Many smokers do have a problem with the nicotine in their cigarettes. Their bodies crave nicotine, and they will smoke until their bodies have built up their supply. To tell whether you're addicted to the nicotine in cigarettes, ask yourself these five questions:

- Do you smoke your first cigarette within 30 minutes of waking up in the morning?
- Do you smoke 20 cigarettes (one pack) or more each day?
- At times when you can't smoke or haven't got any cigarettes, do you feel a craving for one?

- Is it tough to keep from smoking for more than a few hours?
- Are you smoking a cigarette that's high in nicotine (you can find out by looking at the chart below)?

The more questions to which you answered "YES," the more likely you may have a nicotine addiction.

What can you do if you're addicted?

There are two good ways to help you control your craving for nicotine in cigarettes. One way is to use Nicotine Gum.

This gum lets you get rid of your cigarette habit without many of the withdrawal symptoms some people get when they quit. The other way is called Nicotine Fading. This way lets you get rid of your nicotine addiction slowly by switching to cigarettes with lower amounts of nicotine.

The next section is about Nicotine Gum and Nicotine Fading. Read this information and then think about choosing one of these ways to help you stop smoking. Then, go on using this guide.

Using Nicotine Gum

What is Nicotine Gum?

Nicotine gum is a drug in gum form with enough nicotine to reduce your urge to smoke. It helps you get rid of cravings to smoke. Your doctor or dentist can prescribe the gum for you. You *must* have a prescription to get nicotine gum.

What does Nicotine Gum do?

Nicotine gum helps take the edge off cigarette cravings without giving you the tars and poisonous gases. It's not a cure-all. But it's a temporary aid that can help you make it through the tough times after you've quit by reducing the symptoms of nicotine withdrawal. That means you'll be more likely to quit for good!

Who is Nicotine Gum for?

Nicotine gum works best for people who are addicted to nicotine and are really trying to quit. It also works well for people who use a planned program to quit, like this guide.

I want to use the gum — what do I do?

- Get a prescription for nicotine gum from your doctor or dentist as soon as possible.
- After you have a prescription for the gum, start the next chapter of this guide: "Getting Ready To Quit." Continue through the guide.
- On or just before your quit day (about 3-5 days after you get your prescription), fill your nicotine gum prescription.
- Read the directions for gum use that come in your box of nicotine gum and in "Your Quit Day" chapter of this guide. Ask your doctor or dentist if you have any questions.

Using Nicotine Fading

Different brands of cigarettes can give different amounts of nicotine. By switching to cigarettes with lower levels of nicotine, you can bring your addiction to nicotine down *before* you quit smok-

ing. With the nicotine fading method, you reduce your nicotine dose slowly over one to two weeks by switching brands. With these careful steps *before* quitting, you should avoid a steep drop in your nicotine level that can cause strong withdrawal symptoms. You will then be able to quit more easily!

If you're smoking a HIGH NICOTINE brand switch to a MEDIUM NICOTINE brand for one week.

If you're smoking a MEDIUM NICOTINE brand switch to a LOW NICOTINE brand for one week.

If you're smoking a LOW NICOTINE brand, begin the "Getting Ready To Quit" chapter of your guide.

In using Nicotine Fading, make sure you DO:

- Make a clean break each week you switch (toss out any cigarettes from the week before).
- Stop smoking pipes or cigars and stop chewing tobacco.

make sure you DO NOT:

- Switch from a high nicotine brand directly to a low nicotine brand.
- Smoke any more cigarettes than you normally do.
- Inhale more often or more deeply.

If your brand isn't on the list:

- If it's an unfiltered cigarette or if it's a filtered cigarette and does NOT contain the word "light" or "ultra light," count it as a high nicotine cigarette.
- If it's a filtered cigarette and contains the word "light" or "mild," assume it's a medium nicotine brand.
- If it's a filtered cigarette and contains the words "ultra light," assume it's a low nicotine brand.

Remember, there's no such thing as a safe cigarette. The main benefits to your health come from quitting entirely.

Start Your Fading Program By Finding Your Cigarette, Then Follow The Instructions Below It

High Nicotine Brands

Alpine (menthol, kings)	Kent 100 (menthol, nonfilter regular)	Newport (kings, 100's)
Bensen & Hedges (menthol, nonmenthol, kings, 100's)	L&M 100	Old Gold (kings, 100's)
Camel (kings, nonfilter regular)	Lark 100	Pall Mall (kings, 100's)
Chesterfield (nonfilter kings, regular)	Lucky Strike (regular nonfilter)	Players (nonfilter)
Eve Lights 120 (menthol, nonmenthol)	Marlboro (menthol, nonmenthol, kings, 100's)	Raleigh (nonfilter kings, 100's)
	More (120's)	Richland (kings)
		Salem (kings, 100's)
		Winston (kings, 100's)

If you're now smoking a high nicotine cigarette, circle one or more of the medium nicotine brands you'd like to try. You'll cut your daily nicotine dose by about 1/3 when you switch to any medium nicotine brand.

Medium Nicotine Brands

Barclay (any type)	L&M	Raleigh (nonmenthol kings)
Belair (any type)	Lark (lights, regular)	Salem Lights (kings, 100's)
Bensen & Hedges Lights	Lucky Strike (lights, regular, kings, 100's)	Salem Slim Lights 100
Carlton (120, slims)	Marlboro Lights (kings, 100's)	Saratoga 120
Eve Lights 100	Merit (all except ultra lights)	Satin 100
Kent Golden Lights (kings, 100's)	More Lights (100's)	Silva Thins 100
Kent (nonmenthol kings)	Newport Lights	True (100's)
Kent III 100	Old Gold Lights	Vantage (kings, 100's)
Kool Lights (kings, 100's)	Pall Mall Light 100 (nonmenthol)	Vantage Ultra Lights (100's)
Kool Milds (kings, 100's)	Pall Mall Extra Light	Viceroy (any type)
Kool Super Longs 100	Players (all except nonfilter)	Virginia Slims (any type)
L&M Lights (kings, 100's)	Raleigh Lights (kings, 100's)	Winston Lights (kings, 100's)
		Winston Ultra Lights 100

If you're now smoking a medium nicotine cigarette, circle one or more of the low nicotine brands you'd like to try. You'll cut your daily nicotine dose by about 1/3 when you switch to any low nicotine brand.

Low Nicotine Brands

Benson & Hedges Ultra Lights	Iceberg 100	Now (kings, 100's)
Cambridge (any type)	Kent III (kings)	Salem Ultra Light (kings, 100's)
Carlton (kings, 100's, except "slims")	Kool Ultra (kings, 100's)	True (kings)
Doral II	Lucky Strike Low Tar Filter	Vantage Ultra Lights
	Merit Ultra Lights (kings, 100's)	Winston Ultra Lights

If you're starting out with a low nicotine cigarette, you're ready to quit smoking. Begin the Getting Ready to Quit chapter of your guide.

DAY 3



Getting Ready To Quit

This part of your guide helps you set a date to quit and helps you prepare for this day. Research shows that smokers who set a specific date to quit and spend a few days getting ready for this day have a much better chance of being successful. (Most ex-smokers can tell you the VERY DATE they quit smoking!)

This part is for smokers who are ready to overcome most of the problems they think they might have in quitting. The section is for smokers who WANT TO QUIT WITHIN THE NEXT 7 DAYS.

Setting A Quit Day

Do you feel like you now can deal with the roadblocks that are holding you back? If so, now is the time to set a date to quit. Pick a day to quit — about seven days from now. Mark it on the calendar on page 15. Then, stop smoking on the day you picked. No fooling around, no kidding yourself, no half-way measures. Just quit. No more cigarettes.

FEBRUARY 1991

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Circle Your Quit Day

During the next week, you'll be getting ready to quit. You'll learn the right way to quit and what to do once you stop. Taking the time now will help you quit for good. The calendar has tips about things to think about and what to do while you're getting ready to quit and after you stop. Any help your family and friends can give will be great.

Did you mark your calendar? **Great!** Now, tear it out and put it someplace where you won't miss it. Check off each day you've gone without smoking. It's a good way to watch your progress.

Play Pack Track... Find Out Why You Smoke And How To Stop.

Why Play Pack Track?

You smoke because you like it? Well, maybe. But there are many other reasons people smoke. If you know *where*, *when* and *why* you light up, you can plan ahead for those times. Successful quitters plan ahead.

How to Play Pack Track

Tear out a Pack Track card from pages 9 and 10. Use one for each pack of cigarettes you smoke for at least the next three days. Every time you smoke, write down the time, the mood you're in and how much you need that cigarette. Try to

keep track of where you were.

If you're in a good mood, circle the smiling face. If you're in a bad mood, circle the sad face. If you feel in between, circle the middle face. If you *really* want that cigarette, circle "YES." If you want it but not a lot, circle "yes." If it's no big deal, circle "???"

To break the smoking habit, you should know as much as you can about what causes you to smoke. Playing Pack Track can teach you more about this. It may be hard to stick with it, but it will pay off if you do.

Getting Back To Pack Track...Finding Your Smoking Personality

After you've played Pack Track for three days, lay your cards out side by side. Look them over. First, look at your faces. Are they mostly in one column? Here's what they mean.

Happy Faces

If you circled mostly happy faces, it's likely that you smoke to relax, feel good, and enjoy good times. Think about *where* and *when* you smoke. Do you smoke when you're with friends, at bars and restaurants? Where else do you smoke when you're happy? Take a few minutes and think about your "happy cigarettes." That will help you plan other things to do. There are better ways to be happy than to smoke. Here are some things that have worked for other smokers.

After your Quit Day, spend more time with people who don't smoke. Cut down on alcohol, since many smokers light up when they drink. Have a nonalcoholic cocktail. Do other things you like: exercise, Relaxercise, see a movie, call a friend, reward yourself, work on a hobby. If you're going to be with smokers, say, at a party, plan for it ahead of time. Think of yourself there without a cigarette. Imagine how good you'll look without a cigarette. Tell yourself that the good times will be even better without cigarettes.

Bored or Blah Faces

If you checked a lot of blah faces, it is likely that you smoke out of boredom or habit. Maybe you like having something in your hand. You may not even realize that your smoking

Think about *where* and *when* you smoke your "bored cigarettes."

After your Quit Day, get up and get moving, take a walk, visit a friend, exercise, eat low-calorie snacks. Tell yourself that you are a non-smoker. Say to yourself, "I will not smoke." Beating boredom is a matter of action. DO ANYTHING and you can avoid smoking.

After your Quit Day, it may help to change your habits. If you have a cigarette with your morning coffee, skip the coffee for a while and take a walk instead. Keep busy, what other habits can you change?

Unhappy Faces

If you circled mostly unhappy faces, it's likely that you smoke when you're tense, angry, or upset. "Unhappy cigarettes" are hard to give up, but you can do it. Many people who quit say they learned that smoking really did not help them deal with unhappy feelings. After quitting, they learned that smoking really did not help them deal with unhappy feelings. After quitting, they found better ways. Think about *why*, *where* and *when* you smoke your "unhappy cigarettes."

After your Quit Day, throw darts, exercise, sew or knit, weed, do the Relaxercise, play with your child or animal, read a good book, see a movie. Talk to someone you trust. Find your own way.

If stress at work is getting to you, try one of these tips: get up and take a brisk walk; do the Relaxercise; have a cup of herbal tea; close your eyes and pretend you're somewhere else; talk about it with a friend.

What if you've circled all three faces?

If you've circled more than one kind of face, follow the suggestions for each kind you circled.

How Much Did You Need Them?

Now, think about how much you needed each cigarette. If you circled mostly "YES," you may be addicted to cigarettes. Nicotine gum may help you withdraw from cigarettes. Nicotine fading is another good way. See page 4 to learn more. If you circled mostly "yes," you have a medium need and should be able to give up cigarettes without too many problems. If you circled mostly the "???", you're smoking out of habit and should be able to give up cigarettes fairly easily. Find something to do besides smoking.

Time of Day

Look at the time of day you're smoking. Use this to plan things to do instead of smoking. For example, if you smoke after dinner, try getting up from the table and taking a brisk walk.

Where You Were

Think about where you were when you smoked. If you smoke mostly at work, come up with other ways to deal with stress. Plan ahead so wherever you are, you'll have something to do instead of smoking.

Try and Try Again

Try the tips here. They worked for other smokers. If one doesn't work, try another. Find your own. After a while, you'll learn what works best for you.

Plan Ahead

Now, look at your Pack Tracks. Write down the three most important cigarettes in your day and where and when you have them.

"In the past, I really didn't think it through. I realized that I need to plan what to do in place of smoking. I do have choices."

Three most important cigarettes:

Time _____
Place _____
Mood _____
Time _____
Place _____
Mood _____
Time _____
Place _____
Mood _____

Write down something that you'll do instead of smoking each of those cigarettes, starting tomorrow.

Three things to do instead of smoking

Breaking Your Smoking Habit

Smoking is a habit, but you can learn to break it. A habit is like a chain: It's really a lot of small habits that are linked.

If you can break any of your smoking habit links, you can break the whole habit. Here's an example:

Link #1 You decide to relax with friends. *Link #2*

You go to a place where there's a lot of smoking.

Link #3 You find you're having a cigarette without thinking about it. Then, you have another.

Here's How To Break The Links!

Link #1

Deciding to relax with friends.

Relax with your friends who don't smoke, or friends who have agreed to help you quit!

Link #2

Going to a place where everyone smokes.

Go where there is a no-smoking area, or to a nonsmoker's home! Do something active so you can't smoke.

Link #3

Reaching for one cigarette after another without really thinking about it.

Have a stock of low-calorie foods to munch on. Or, get up and get busy.

Getting Help

Starting now, if you can, get help quitting from the people you know. Many of them will want to help you quit. They know you'll be better off without cigarettes. Deep down, even smokers will respect you for stopping and wish they could too. It's okay to get help from other people. Here are some ways other smokers have gotten help.

We Got People To Help Us Quit

"At first, I felt nervous about asking people to help. But I found that a lot of my friends have quit too. And they had some pretty good tips for me."

"I called a friend when I had trouble avoiding a cigarette. I asked her to talk me out of it or keep me company to distract me."

The letter below is for the person you most want to help you quit.

Contact your local ALA if you need more help.

Dear _____

I need your help to stop smoking. Doctors know that friends and family can be a big help to someone who wants to stop smoking. Here are some things you can do to help me stop smoking for good.

1. Be positive. Tell me you're glad I've stopped smoking.
2. Please put up with me if I'm crabby or cranky the first few days after I stop smoking. While I'm giving up cigarettes, I may be on edge. This will go away soon.
3. Ask me how things are going from time to time.
4. Make a change for the better *yourself* — like wearing seatbelts or exercising.
5. Reward and praise me. Rewards don't have to cost much. It's the thought that counts.
6. Don't tempt me. It's hard enough without seeing and smelling cigarettes. It'll be tough if you offer me a cigarette or smoke in front of me.
7. Don't nag. Be understanding.
8. If I slip up, tell me not to give up.

Here are some other things you can do too:

Thank you for helping me to stop smoking. It means a lot to me.

Sincerely

Name of smoker

DAY 4



Your Quit Day

This part shows you what to do on the day you quit smoking. You'll find out how to get rid of an old habit. We'll also help you prepare for your life as a non-smoker.

This part is for smokers who want to quit smoking, have overcome most of their roadblocks to quitting and have spent at least a few days preparing for their Quit Day.

Month _____ Day _____ Year _____

- Get rid of all the cigarettes in your home.
- Get rid of your ashtrays, lighters and matches.
- Look for cigarettes which may be in pockets of clothes, in cupboards or in the car. **GET RID OF THEM!**
- Make sure you get rid of all your cigarettes, ashtrays and lighters **AT WORK.**
- Be good to yourself. Eat a food you like. See a movie. Take a long bath. Do things to take your mind off smoking.

- Tell your friends, your family and your co-workers that **YOU HAVE QUIT!**

On your Quit Day, take time to go back over sections of the manual you have filled out. Think again about your reasons for quitting. Who is going to help you quit? How are you going to reward yourself for quitting? What will you do instead of having a smoke?

Now, plan your rewards for meeting these big milestones; tear the page out and post it where you'll see it.

Milestone	Reward
2 days without cigarettes	_____
7 days without cigarettes	_____
14 days without cigarettes	_____
1 month without cigarettes	_____
3 months without cigarettes	_____
6 months without cigarettes	_____
1 year without cigarettes	_____

For Nicotine Gum Users

To work right, you must use your nicotine gum right. Here's how:

- Make sure you quit smoking before you start to use nicotine gum.
- Chew the gum *very slowly* until you feel a tingle in your mouth. Let the gum sit in your mouth until the tingle is almost gone. Then chew the gum slowly again.
- The gum should be chewed slowly, on and off for 30 minutes to release most of the nicotine.
- Chew enough gum to reduce withdrawal symptoms, probably about 10-15 pieces a day but no more than 30 a day.
- Use the gum every day for a month or so—then start to reduce the number of pieces you chew each day, chewing only what you need to avoid withdrawal symptoms. As the urge to smoke decreases, you will find yourself using less and less gum.
- Make sure you have quit using the gum after about three to six months.

Remember: Chew it right! Chew enough gum! Chew long enough!

Other Rewards

Following are other rewards you'll also receive when you quit: Soon after quitting, the carbon monoxide in your blood will go down; Your smoker's cough will go away; Your senses of taste and smell will improve; You'll feel better about yourself. Two to seven years after quitting, your risk of a heart attack will be like a nonsmoker. In about 10 years, your risk of lung cancer will be like a nonsmoker. In about 10 years, your risk of lung cancer will be like a nonsmoker. Your family will healthier too!

Now, you've cleared the path to quitting. You're ready to quit.

For Nicotine Faders

- If you've been smoking a low nicotine brand of cigarettes for at least a week, you're ready to quit "cold turkey."
- Quitting will be easier for you now that you've reduced your body's need for nicotine.

Remember — there's no such thing as a "safe cigarette." Even cigarettes low in nicotine are harmful. Today is your day to quit smoking forever.

Giving up cigarettes is a big step. Reward yourself for not smoking. Rewards don't have to be big or cost much; they can even be free. But reward yourself with things you care about or like. Here are some rewards other people have used:

- Buying a new record, tape or magazine
- Staying in bed late
- Eating a food you like
- Getting a new hairdo for the new you
- Buying new running shoes or exercise equipment
- Calling a friend or family member
- Getting tickets to a baseball game or concert
- Spending extra time on a hobby
- Seeing a movie
- Having a treat out
- Having someone else do the chores for a week
- Setting aside time to do what you want

Rewards For Quitting

Your Quit Day is one of the most important days of your life. You've gotten ready to quit. You've learned some things to help you make it over the next few weeks without smoking. This is a special day. Be nice to yourself. You deserve it. Here are some ways to spend the day:



DAY 5



Staying Off Cigarettes

This part helps you cope with the first few weeks off cigarettes. There are tips on how to deal with tough times and how to avoid gaining weight.

This part is for anyone who has recently quit smoking.

Getting Through The First Week or Two Without Cigarettes

A lot of smokers worry how they'll feel when they're withdrawing from cigarettes. Here are some common complaints from other people who quit, and what they did to feel better. No two people are alike. Some people have some of these complaints, while others don't have any. Each complaint is the body's sign of healing.

<i>If you have...</i>	<i>Try...</i>
Dry mouth, cough or sore throat	Cold water, fruit juice, tea, gum, cough drops or hard candy.
Headaches	A warm bath or shower, deep breathing, cold compresses.
Constipation	Roughage, like raw fruits, vegetables, bran and cereal; also, six to eight glasses of water each day.
Hunger	Snacks from the EX-SMOKER'S list on page 11.
Irritability	Nicotine chewing gum, Relaxercise, warm shower, brisk walk.
Cravings for a cigarette	Low-calorie snacks, nicotine chewing gum, glass of cold water or diet soda. When you have the urge to smoke, try the four D's: Delay, Deep breathe, Drink water, Do something to take your mind off smoking.

Remember: These problems don't last long. They're the body's recovery signs signaling that you're getting better. Once you get through the first week or two, you'll be on your way to feeling a great. The next section will show you how to deal with feelings you may have when you stop smoking.

Dealing With Tough Times

What tough times will you have?

Here are some things other people have done to cope with the tough times they had when they stopped smoking. They worked for them. They might work for you too.

Feeling tense?

Many people have found that the Relaxercise works well. Others find that taking a fast walk helps them.

Around other smokers?

Many people have found that they need to say "NO" when a smoker offers a cigarette. They also try to avoid other smokers.

Some people find it helps to go places where smoking isn't allowed, or to do something active so the smoker can't smoke.

And here are some other things people have done to cope with their tough times:

"When I'm bored, I find something to do instead of smoking a cigarette. I take a walk, or pick up a pencil and doodle—anything but smoke."

"I like to have something in my mouth. Now that I don't smoke I chew sugarless gum, eat carrot sticks or suck on some hard candy. It takes away that urge to have a cigarette in my mouth."

THESE THINGS WORKED!

Here are some more things people have done to cope with their tough times:

"I told everyone I knew that I had quit smoking. That was real helpful, because people knew that the last thing I needed was the offer of a cigarette."

Drinking alcohol will increase your urge to smoke!!!

"For the first few weeks after quitting, I held myself to just a drink or two at the most. Any more than that just gave me a real urge to smoke."

"I tried the breathing technique and it surprised me. Afterwards, I didn't want to smoke."

Why Weight: Keeping Extra Pounds Away

Many smokers worry about gaining weight when they quit. Some people gain weight after giving up smoking, since they start to burn calories a little more slowly. Also, food tastes better and some people use food instead of cigarettes when they want something to do with their hands. But there is no rule that says you will gain weight.

Everyone is different. Some people gain and some people stay the same. A few even lose weight. Don't forget that a few extra pounds is not nearly as bad for you as smoking. You can avoid gaining weight or keep it to only a few pounds by

- Watching what you eat.
- Getting more exercise.

The most important foods to avoid are sweets—donuts, cakes, cookies and candies. Sweets may increase your urge for cigarettes. Eating sweets will cause most people to gain weight when they stop smoking.

To avoid gaining weight, successful quitters:

- Choose snacks wisely—use the Ex-Smoker's list on page 11.
- Stock up on healthy foods and pass up rich, fatty foods—see the chart on page 11.
- Get brisk exercise at least three times each week for at least 20 minutes each time—see page 3.

Here are some other things you can do to avoid gaining weight:

- Drink six to eight glasses of water or low-calorie drinks every day.
- Eat foods that take a long time to chew, like apples, unbuttered popcorn, carrots and celery.
- Keep tempting foods out of the house, out-of-sight and out-of-mind.
- Eat lots of fruits and vegetables.
- Cut down on fat; use low-fat milk and cottage cheese instead of whole-milk products, and a non-stick spray, not margarine or butter. Trim fat from food. Broil, bake or steam instead of frying.
- Eat more chicken and fish, and less beef. Buy low-fat cuts of beef.
- Eat when you're hungry, and not when you're bored. Do something that's fun and active. The urge to eat will pass.
- Have a low-calorie drink like water, tomato juice, tea, seltzer or diet soda before eating a meal. It helps fill you up.
- When you're through eating, get up. Don't sit there thinking of dessert or a cigarette.
- Contact your local American Lung Association for help to stop smoking and stay trim.

By combining brisk exercise with smart food choices, you can avoid weight gain.

PACK TRACKS

PACK TRACKS

PACK TRACKS

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Quitter's Shopping List

Foods to help you beat the cigarette habit without gaining weight:

- | | |
|--|--|
| _____ Popcorn | _____ Seltzer water |
| _____ Apples | _____ Diet soda |
| _____ Peaches | _____ Tea |
| _____ Plums and other fresh fruit | _____ Yogurt |
| _____ Sugarless gum, and candy | _____ Low-fat cheeses |
| _____ Whole Wheat crackers and breadsticks | _____ Celery |
| _____ frozen fruit bars (under 100 calories) | _____ Carrots |
| _____ Tomato juice | _____ Broccoli and other fresh vegetables |
| | _____ Fresh fruit juices (without added sugar) |

Add other foods you like, but stay away from sweets.

Ex-Smoker's Snacks

All less than 100 calories

Sweet Bites	Calories
1 cup of strawberries	45
1/2 cantaloupe	57
1 frozen fruit bar	about 35
1 cup of fresh pineapple	77
1/2 cup of canned pineapple	95
1 fresh peach	37
1 cup of blueberries	82
1 pear	98

Crunchy Munchies

1 apple	81
1 carrot	21
3 cups popcorn (popped, no fat added)	70
2 graham crackers	59
6 wheat thins	52

Chewy Nibbles

1/2 bagel, plain	81
1/4 cup raisins	75
1 slice raisin bread	60
1/2 cup mini shredded wheat (without milk)	80
1 cup of puffed wheat (without milk)	50
1 small bran muffin	100
1/2 whole wheat english muffin	65
1 banana	85

Some More Snacking Ideas:

Banana-sicle: Freeze a very ripe banana half on a stick. Dip in low-fat yogurt and sprinkle with wheat germ or high-fiber cereal.

Nutrition in a glass: Whir in blender—1 cup of low-fat plain yogurt, 1 cup chopped fruit, and 1/2 cup of fruit juice.

Frozen pops: Freeze in paper cups with a wooden stick any of the following—applesauce, crushed pineapple or fruit juices.

Grape Yummies: Freeze a 1/2 cup of grapes. Drop them in your mouth and enjoy.

CAUTION: Limit your intake of these snacks if you want to avoid gaining weight.

We Said "NO" And Meant It

Saying "No" to offers of cigarettes is one of the secrets to success in quitting. It's okay to say "No." There are many ways to say "No." Practice until you find the right one for the right time. The more you say "No," the easier it'll be.

The **NICE** No: "Thanks, but I'd rather not. You ee, I quit."

The **FIRM** No: "No, thanks. I'm trying to quit. If you really want to help me, you won't offer me a cigarette again."

The **SHARP** No: "No. You really aren't doing me a favor by trying to get me to smoke when I'm trying to quit." (Save this one for a last resort if you want to keep your friends.)

The **HUMOROUS** No: "I'm sorry, I can't. I'm in training for the Boston Marathon, and my coach won't let me." Or, "Only if I can use your lungs."

Now, write your own "No."

What To Do If People Put You Down?

Does this sound like you?

"When I told my neighbor I planned to stop smoking, she said, 'oh sure, you've stopped many times'."

Here's what a successful quitter replied.

"Sure, I went back to smoking before. But doctors now say that's really practice. This time, I'm going to learn about my smoking, plan other things to do and quit for good. Most quitters need to try a few times before they quit for good."

Don't let anyone put you down. You can do it. You can stop for good! Here are some more things people have done to cope with their tough times:

Ex-Smokers' Eating Guide

STOCK UP		PASS UP
Meat, fish, poultry & eggs 1 serving = 2 to 3 ounces	Poultry: chicken or turkey — remove the skin Fish: tuna packed in water; any fresh or frozen fish, like flounder, cod or sole Meat: lean ground meat, meat with all the fat trimmed off Eggs: whites or substitutes	Poultry: goose and duck creamed or fried chicken Fish: fried Meat: heavily marbled and fatty meats, lunch meats Eggs: the yolk
Milk & dairy products 1 serving = 1 cup or 1 ounce	Milk: skim milk, non-fat milk, low-fat milk or buttermilk Yogurt: low-fat plain yogurt Cheese: low-fat cottage cheese, other low-fat cheese, part skim mozzarella or ricotta cheese	Milk: whole milk, eggnog, half-and-half, light, heavy, sour cream Yogurt: whole milk yogurt or sweetened yogurt Cheese: cream cheese, creamed cottage cheese, cheese spreads. Limit hard cheese, like Cheddar and Swiss
Bread, grain, cereal & beans 1 serving = 1 slice or 1/2 cup	Bread: whole wheat, rye, pumpernickel bread Cereal: high-fiber, such as bran, shredded wheat, whole grain cereals, oatmeal Starch: pasta, rice and barley Beans: lentils, peas, bean sprouts, kidney, chick pea, or pinto beans	Bread: white bread, sweet rolls, french toast, donuts, croissants, biscuits Cereal: pre-sweetened cereals, such as frosted flakes, cocoa puffs, sugar puffs
Fruits & vegetables 1 serving = 1/2 cup or 1 medium fruit	Fruits: all fruits Vegetables: all vegetables, except those on the pass up side	Vegetables: avocado, fried or au gratin potatoes and vegetables
Snacks Use sensibly	Snacks: Choose from the Ex-Smoker's List, such as carrots, celery, fresh fruits, plain popcorn, sugarless gum, frozen low-calorie popsicle, water ice, graham crackers, whole-wheat crackers	Snacks: Stay away from greasy, crispy or oily foods, such as potato chips, roasted peanuts; smooth & thick, like ice cream or; sweet and gooey, like cakes, brownies, pies and donuts

DAY 6



Sliding Back

What do you do if you go back to your old habit? This part helps you get back on track.

This is for people who have quit smoking for a while, but slid back into their old habit.

Sliding Back: What Do You Do If You Go Back To Smoking?

*Did you have a slip
(smoke one or two cigarettes)?*
OR

Did you go back to your old smoking habit?
(GO TO NEXT PAGE)

If you slipped:

Many people who have quit smoking for a while slip and have a cigarette. Have you failed? NO. Millions of these smokers ended up quitting for good. Here are some steps you can take to quit for good:

- First, look back at the time you slipped.
- What went wrong. Was it where you were? Was it the people you were with? Was it your mood?
- What are you going to do when this situation happens again?
- When you're ready to handle this situation this next time it happens,
QUIT AGAIN — YOU'RE READY!

An example:

"I went back to smoking when a friend of mine at work offered me a cigarette. I hadn't told him that I had quit. I just took the cigarette."

"I've now told everyone I work with that I've quit for good. They don't offer me cigarettes anymore."

"When someone outside of work offers me a cigarette, I now just say 'No thanks, I've quit!'"

If you have gone back to your old habit, ask yourself these questions:

"Do I really want to quit smoking?"

Go through the INTRODUCTION section of your guide. (page 2)

This section helps you make up your mind about quitting smoking. If you make up your mind about quitting smoking. If you are then ready to quit, set a Quit Day and go ahead!

"Am I worried about gaining weight?"

Go through the EXERCISE section of your guide and the WHY WEIGHT section. (page 3 and 4)

Once you have tried some of the tips in these sections, set a new Quit Day.

"Am I worried about stress from quitting?"

Go through the EXERCISE and RELAXERCISE sections of your guide. (page 5)

These sections have proven methods for coping with stress. When you have tried some of the tips in these sections, set a new Quit Day and quit again.

"Am I addicted to cigarettes?"

Go through the ARE YOU ADDICTED TO CIGARETTES? section. (page 3) If you are addicted, you may want to try one of the two techniques in the section. If you've already tried one technique, try the other one. Then set a Quit Day and quit again.

"Is smoking a habit that's too tough to break?"

Go through the BREAKING YOUR SMOKING LINKS section. (page 6)

This section helps you break the chains in your smoking habit. When you feel you are ready, set a new Quit Day and quit again.

"Do I need some help from my family or friends?"

Go through the GETTING HELP section. (page 6) This section talks about what successful quitters have done to get help. When you feel you have the help you need, set a new Quit Day and quit again.

"Can I say NO to offers of cigarettes?"

Go through the WE SAID NO AND MEANT IT section. (page 11)

This section gives you some tips on how to say no effectively but in a way that won't turn people off. When you feel more comfortable saying "No," set a new Quit Day and quit again.





Becoming A Nonsmoker

This part of your guide helps you begin your new life as a nonsmoker.

This part is for people who have quit smoking and stayed off cigarettes for at least 2 weeks

Becoming A Nonsmoker

It's time to start thinking of yourself as a NON-SMOKER. One way other people have done this is to list some of the reasons they have QUIT smoking.

Check off your reasons for quitting. If you don't see your reasons, write them in at the bottom of this page.

- ☐ I feel better.
- ☐ My health is improving.
- ☐ I don't smell like cigarettes anymore.
- ☐ I'm saving money.
- ☐ I'm taking control of my life.
- ☐ I'm no longer hurting the people around me with my smoke.
- ☐ I'm setting a better example for my family.
- ☐ _____

Reward Yourself!

- Go out to a movie!
- Buy a magazine!
- Take time to do nothing!
- Take yourself out for dinner!
- Go bowling!
- People who reward themselves for quitting are more likely to succeed!

Helping Others Quit

Have you quit smoking? Do you want to help others quit? Helping others helps yourself.

Here are the steps we use in helping people quit:

Step 1: Find out whether the person really wants to quit. Nine out of 10 smokers say they do! If not, find out why.

Step 2: Find out what's keeping the smoker from quitting. If problems are keeping the smoker from quitting, share ideas from this guide.

Step 3: Set a QUIT DAY with the smoker. Follow up and be encouraging. Show you have faith the smoker will quit for good. Nagging never helped anyone quit smoking.

Step 4: Check after the smoker's Quit Day. You can HELP a person who's just quit by:

- Helping with small chores around the house.
- Giving rewards for each day off cigarettes.
- Suggest he/she call the local American Lung

Count Your \$\$\$ From Quitting

One of the rewards of not smoking is that you'll save money. Here's how much:

Number of Cigarettes Smoked Per Day	Per Day	Amount of Money Spent on Cigarettes					
		Per Month (30 Days)	Per Year (365 Days)	10 Years	20 Years	30 Years	40 Years
10	\$1.00	\$ 30.00	\$ 365.00	\$ 3,650.00	7,300.00	\$10,950.00	\$ 14,600.00
20	\$2.00	\$ 60.00	\$ 730.00	\$ 7,300.00	\$14,600.00	\$21,900.00	\$ 29,200.00
30	\$3.00	\$ 90.00	\$1,095.00	\$10,950.00	\$21,900.00	\$32,850.00	\$ 43,800.00
40	\$4.00	\$120.00	\$1,460.00	\$14,600.00	\$29,200.00	\$43,800.00	\$ 58,400.00
50	\$5.00	\$150.00	\$1,825.00	\$18,250.00	\$36,500.00	\$54,750.00	\$ 73,000.00
60	\$6.00	\$180.00	\$2,190.00	\$21,900.00	\$43,800.00	\$65,700.00	\$ 87,600.00
70	\$7.00	\$210.00	\$2,555.00	\$25,555.00	\$51,100.00	\$76,650.00	\$102,200.00
80	\$8.00	\$240.00	\$2,920.00	\$29,200.00	\$58,400.00	\$87,600.00	\$116,800.00

What will you use the extra \$\$\$ for?

- Association.
- Giving encouragement for progress.
 - You will hurt the person's chances of quitting if you call the smoker stupid for not quitting—the smoker needs your support right now!

Notes To Myself:

On The Road To Staying Smoke-Free

Congratulations! You're on the road to staying smoke-free. It's a better life for you and the people around you. Be proud of yourself! Enjoy your smoke-free family. Celebrate!

From time to time, you may want to smoke. But your urges will get less each day. Always be on guard. Even one cigarette is too many. You may want to read this guide again. Use the tips that have worked for you. Call your local ALA if you need more help.

Every day, it'll get easier to say, **"I don't smoke!"**

Congratulations from all of us who've quit. We're proud to have you with us.

Congratulations and Good Luck from the American Lung Association, the Christmas Seal People.®

Best Wishes To You And Your Smoke-Free Family From

AMERICAN LUNG ASSOCIATION®
The Christmas Seal People®

Certificate OF NONSMOKER

I QUIT FOR GOOD, I AM A NONSMOKER

ON (DATE): _____

SIGNED: _____

WITNESSED: _____

Acknowledgements

Authors: Victor J. Strecher, Ph.D., Barbara Rimer, Dr. P.H.

Additional **FREEDOM FROM SMOKING®** Resources Available From Your Local American Lung Association:

- Group cessation clinics
- Home video program: "IN CONTROL®"
- Smoking and pregnancy information kits for pregnant women and health care providers
- Smoking in the workplace informational materials and consultation for employers and employees
- Leaflets on related topics such as second-hand smoke, smokeless tobacco, and weight control while quitting smoking
- No-smoking buttons, tentcards, posters, and more

Funding for the development of "Freedom From Smoking" was provided by Merrell Dow Pharmaceuticals, Inc.

For additional help, contact your local American Lung Association.

THANK YOU

The American † Lung Association® of California is pleased to be able to assist millions of Californians in their effort to stop smoking. The scope of this stop-smoking campaign is unprecedented anywhere in the world.

We gratefully acknowledge the funding assistance of the California Department of Health Services through the Tobacco Tax Initiative; the technical assistance and guidance of S.B. Network, Ltd.; Chicago Lung Association, The American Lung Association, and Lung Associations across the country for the benefit of their expertise and experience; and local television stations across the state of California for their support and generous contributions.

In addition, we wish to applaud the people of California for their valiant efforts to achieve a smoke-free society.

Your Quitting Calendar

1	You can stop smoking! Start getting ready	2	You'll be better without cigarettes	3	Plan your rewards for not smoking cigarettes.	4	Tell everyone you're going to stop smoking.
5	Plan what you'll do instead of smoking.	6	Get rid of cigarettes. Stock up on healthy snack food.	7	Say good-bye and good riddance to cigarettes. Be good to yourself.	8	Drink 6-8 glasses of liquid to flush the nicotine.
9	The carbon monoxide is gone from your body. Reward yourself for two days without a cigarette.	10	Get up and get moving. Your pulse and blood pressure are already improving.	11	Say "No" to cigarettes. Spend time with nonsmokers.	12	Your lungs are cleaner. Your cough is going away.
13	Your breath is fresher. Kiss someone.	14	Your clothes smell better.	15	Be proud of yourself.	16	You can keep your weight down.
17	10 days of Freedom! Reward yourself.	18	You should have more energy now.	19	Get lots of exercise to keep pounds away.	20	Do the Relaxercise to stay calm.
21	Be proud of yourself.	22	Reward yourself for not smoking.	23	Just think, you won't burn any more holes in your clothes or carpets.	24	If you slip, don't give up the ship.
25	Get help from friends, if you can.	26	Your cigarette urges will go away soon.	27	Check your weight. Eat Good Snacks.	28	Call a friend if you need help.
29	Reread your reasons for quitting.	30	Reward yourself—you're on the way to a smoke-free life.				

Program Guide

CHANNEL 4 KNBC-TV

Here are the steps of your guide

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The American Lung Associations of Southern California
join with

KNBC-TV

California State Department of Health Services

*To help you keep your New Year's resolution to kick the
cigarette habit*

Be sure and watch KNBC-TV Channel 4 News daily at
4:00 P.M. — Starting Feb. 18-22

Featuring
John Beard and Steve Gendel

Learn how to be smoke-free and breathe easier!

The American Lung Associations of Southern California, "The Christmas Seal People" are dedicated to providing lung health information and to helping prevent and cure lung disease. Founded to combat tuberculosis in 1907, today Lung Associations are establishing new and innovative programs targeting breathing issues. Asthma camps for children; stop smoking clinics; clean air conservation; support groups for respiratory patients; and occupational safety programs are a sampling of the many services we offer in the community. Through voluntary contributions and the annual Christmas Seal Campaign, the American Lung Association is moving toward the year 2000 caring for every breath you take.

"IT'S A MATTER OF LIFE & BREATH"®

For further information on stop smoking clinics and manuals available in Southern California contact your local American Lung Association:

Inland Counties	(714) 884-5864, 441 MacKay Dr., San Bernardino, 92408
Kern County	(805) 327-1601, 306 Chester Ave., Bakersfield 93301
Long Beach	(213) 436-9873, 1002 Pacific Ave., Long Beach 90813
Los Angeles County	(213) 935-5864 or (818) 797-5864, 5858 Wilshire Blvd, Ste. 300, Los Angeles 90036
Orange County	(714) 835-5864, 1570 E. 17th St., Santa Ana 92701
Ventura County	(805) 988-6023, 2575 Wagon Wheel Rd., Oxnard 93030

READER RESPONSE COUPON

Yes, send the material that we have checked:

☐ The FREE booklet, *A Lifetime of FREEDOM FROM SMOKING®*.

PLEASE PRINT

Name _____

Address _____ Apt. # _____

City/State _____ Zip _____

Daytime Phone _____

Send to the Lung Association nearest you.

**AMERICAN
LUNG
ASSOCIATION®**
of Southern California

This project is brought to you by the American Lung Association® of California and the California Department of Health Services Tobacco Tax Initiative.